



DRILLING FOR PROSPECTS_

A Triad Case History

How a regionalized, personalized, interactive sales tool opened doors to senior management at oil and gas company headquarters.







Penetrating the Glass Tower to Reach Headquarters

A leading PDC drill bit manufacturer was looking for a way to reach high-level Oil and Gas operating companies' decision makers at headquarters locations. Triad came up with an out-of-the-box plan.

Challenge

Ultrerra had grown rapidly to a position of leadership in PDC drill bits. Their sales efforts, though highly successful, had been limited to field sales. Their sales force had little exposure to headquarters-level buyers in oil and gas companies.

Insights

Efforts to schedule appointments with key buyers in headquarters were difficult and would waste an inordinate amount of sales time. Ultrerra wanted to find a better way.

Solution

Triad delivered a better way to build engagement with senior-level operating company executives. The agency created an executive gift box with custom foam cutouts, designed to house a 3-D printed scale model of an Ultrerra PDC drill bit.

A companion brochure was also included in the box. This brochure, customized by region, showcased the record-setting performance of Ultrerra drill bits in the recipient's region of interest. Adding to the individualized nature of the direct mail piece, the box was hand-addressed and delivered directly to the recipient along with a personalized note signed by an Ultrerra regional manager.

Results

Triad helped Ultrerra reached more than 200 headquarter-level decision makers over a span of two months. One large operating company, their #1 prospect, soon began doing business with Ultrerra. Within two years, building continually on success, Ultrerra captured more than 80% of their business.

We meet B2B challenges.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video, to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most awarded B2B agencies.



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