



LinkedIn

Sales Connect

On Tour

Lucknow

Case Study



Event Snapshot

Theme / Agenda: Driving Modern Sales Growth through LinkedIn Sales Solutions & Strategic Networking

City: Lucknow

Date: 12th November

Format: Invite-only, in-person leadership networking forum

Audience: Founders, CXOs, Sales, Marketing, Strategy & Growth Leaders

Session Overview

ObserveNow Media successfully hosted LinkedIn Sales Connect - On Tour in Lucknow, an exclusive leadership-focused networking and knowledge-sharing forum designed to bring together senior business leaders, founders, and decision-makers from diverse industries.

The session focused on how modern sales and marketing leaders are leveraging LinkedIn, partnerships, and data-driven strategies to accelerate growth, build trust, and create scalable revenue engines in competitive markets.

The event fostered high-quality peer interactions, practical discussions, and meaningful relationship-building among leaders from consulting, technology, healthcare, education, manufacturing, public sector, and social enterprises.

Key Discussion Areas

- Modern B2B sales and partnership-led growth strategies
- Role of LinkedIn in building credibility, demand generation, and pipeline velocity
- Aligning sales, marketing, and leadership teams for sustainable growth
- Leveraging regional markets for national and global expansion
- Founder-led growth vs. enterprise sales motion
- Building trust, brand authority, and long-term client relationships

Event Format & Experience

- Type: Invite-only, closed-door leadership forum
- Engagement Style: Interactive discussions, peer networking, and open conversations
- Audience Size: Senior leadership and decision-makers
- Experience: Curated networking environment enabling meaningful one-on-one and group interactions

Participating Leaders

- Meraj Ahmad Khan – Chief Executive Officer, Intecco Technical Services Private Limited
- ABHISHEK SRIVASTAV – Founder & CEO, Sarath Agro Industries
- Varun (vapvarun) Dubey – CEO, Wbcom Designs
- Ravi Agarwal – Founder & CEO, Webgrade Technologies Private Limited
- Achyut Tripathi – Founder, Swapna Foundation
- Mansi Manocha – Senior ParaMilitary IT Consultant / Business Founder / Director
- Sales (Pan India), TechnoTalentHub (Ex-Oracle, Ex-Microsoft, Ex-NIIT)
- Amol Raj Pandey – Director, CodingBrains
- Yogesh Chawla – Director, Mahesh Namkeen Private Limited
- Parva Mehrotra – Director, Mehrotra Biotech Private Limited
- Vipul Mishra – Head of Business Development, EduGorilla
- Abhishek Pandey – Regional Marketing Head, Eras Lucknow Medical College and Hospital
- Shashi Singh – Vice President – Sales, Gramik™
- Prateek Srivastava – Strategy & Growth Head, Rama Infotech Pvt. Ltd.
- Prerna Tripathi – Corporate Relations Head, QGroup
- Vedanta Srivastava – Technical Assistant, Sarath Agro Industries
- Preeti Shah – Marketing Executive, Wbcom Designs

Engagement Highlights

- High-quality founder-to-founder and CXO-to-CXO networking
- Strategic conversations around partnerships and revenue growth
- Cross-industry knowledge exchange
- Strong regional leadership representation
- Action-oriented discussions rather than sales pitches

Key Outcomes & Takeaways

- Leaders emphasized relationship-led selling as a key growth lever
- Strong interest in partnership ecosystems and strategic alliances
- Regional markets like Lucknow showcased significant enterprise and startup potential
- Participants valued curated, senior-only networking formats
- Multiple follow-up conversations and business discussions initiated post-event

Curated By

ObserveNow Media is a leading B2B media and experiential marketing company that connects enterprise technology providers with India's CXO community. ObserveNow enables brands through curated CXO forums, leadership roundtables, demand generation, and thought leadership platforms across India.

Conclusion

LinkedIn Sales Connect – On Tour (Lucknow) successfully reinforced the importance of trusted networks, strategic partnerships, and modern sales approaches in today's competitive business environment. The event demonstrated ObserveNow Media's strength in curating high-impact leadership forums that drive meaningful conversations, long-term relationships, and measurable business outcomes.

EVENT GALLERY



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