



LinkedIn

# Sales Connect On Tour

Case Study



## Executive Summary

LinkedIn, in partnership with ObserveNow Media, hosted an exclusive LinkedIn Sales Connect On-Tour Session in Noida — bringing together senior sales, marketing, growth, and business leaders for an evening focused on the future of AI-powered sales transformation.

Unlike traditional networking events, this session was designed as a learning-driven leadership forum — combining live demos, expert talks, panel conversations, and peer discussions around:

- India's evolving B2B buyer landscape
- Trust and credibility in an AI-driven world
- Modern sales strategies and digital transformation
- Practical applications of LinkedIn Sales Solutions and AI tools

The event successfully strengthened LinkedIn's positioning as a trusted growth partner for revenue-driven organizations, while reinforcing ObserveNow Media as a premium curator of leadership-first industry forums.

## About the Hosts & Partners

**ObserveNow Media** is a leading enterprise technology media and community platform that connects CIOs, CISOs, CTOs, and senior digital decision-makers across industries. Through curated leadership forums, CXO roundtables, research-driven content, and analyst engagements, ObserveNow enables meaningful, outcome-oriented conversations around enterprise transformation, emerging technologies, and digital leadership through:

- CXO roundtables
- Leadership conferences
- Research-led content
- Exclusive networking forums

ObserveNow enables meaningful knowledge exchange and strategic partnerships across India's enterprise ecosystem.

**LinkedIn** is the world's largest professional network, empowering organizations with powerful platforms for:

- B2B sales intelligence
- Lead generation
- Thought leadership
- Employer branding
- AI-powered revenue enablement

Through LinkedIn Sales Solutions, businesses gain access to data-driven insights, smarter prospecting capabilities, and tools that build genuine relationships — faster and at scale.

## Event Overview

Event: LinkedIn Sales Connect On-Tour — Noida

Date: 30th October 2025

Time: 6:30 PM – 9:30 PM

Format: Closed-door invite-only leadership forum

Audience: Senior sales, business, and marketing leaders

Venue: Disclosed upon RSVP (exclusive setting)

The session was designed to deliver actionable, real-world guidance, not theory — enabling leaders to walk away with strategies they could apply immediately.

## Detailed Agenda & Session Flow

Registrations & Networking, 6:00 – 6:10 PM

Guests were welcomed into an informal networking zone, encouraging early interactions and comfort-building before sessions began.

Welcome Networking & Hi-Tea, 6:10 – 6:30 PM

A relaxed, conversational opening that fostered introductions and context-setting among attendees.

## Welcome & Introduction, 6:30 – 6:40 PM

The opening remarks highlighted:

- Purpose of the LinkedIn Sales Connect series
- India's evolving digital economy
- Role of LinkedIn and ObserveNow in enabling leadership communities
- Context for the evening — learning, insights, and open discussion

## LinkedIn Economic Graph Overview, 6:40 – 6:55 PM

A deep-dive into LinkedIn's Economic Graph, showcasing:

- Macro-trends shaping talent, markets, and industries
- B2B buying shifts across India
- Insights into demand trends, hiring behavior, and skill evolution

This session offered leadership-level clarity on where the market is moving — and why.

## The Trust Advantage: Winning in AI-Driven Sales, 6:55 – 7:05 PM

Key narrative:

“In a world where AI accelerates outreach, trust becomes the real competitive differentiator.”

Leaders explored:

- Why authenticity matters more than aggressive selling
- How credibility impacts conversions
- Role of personal branding and thought leadership on LinkedIn

## Product Highlight: Future-Ready AI with Sales Assistant (Live Demo) 7:05 – 7:30 PM

A powerful live demonstration showed how AI can:

- Identify high-intent buyers
- Build smarter prospect lists
- Personalize outreach at scale
- Reduce manual research time
- Increase win-rates

Attendees got hands-on clarity on how LinkedIn tools convert into

## **Product Highlight: Future-Ready AI with Sales Assistant (Live Demo)**

### **7:05 – 7:30 PM**

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Attendees got hands-on clarity on how LinkedIn tools convert into measurable sales outcomes.

### **Panel Discussion, 7:30 – 7:45 PM**

An engaging panel explored:

- Sales leadership challenges
- Changing customer expectations
- AI adoption barriers
- Skill transformation across teams

Panelists shared real experiences — wins, failures, learnings — delivering authentic insights.

### **Open Discussion + Q&A, 7:45 – 8:15 PM**

The room opened for discussion. Leaders exchanged:

- Strategies
- Practical roadblocks
- Success stories
- Peer advice

This created high engagement and genuine takeaway value.

### **Cocktails, Dinner & Networking, 8:15 PM onwards**

The evening concluded with conversations continuing organically — many participants discussing real collaboration opportunities.

## Guest Experts & Speakers

### LinkedIn Leadership

- Ms. Mansi Batra, Head India SMB Sales – LinkedIn
- Mr. Rahul Sehgal, Head (India), Sales Solutions – LinkedIn
- Mr. Abhai Singh, India Sales Head – APAC – LinkedIn
- Ms. Mimosa Basu, Head of Marketing – LinkedIn

## Industry Expert

- Ms. Ruchika Sachdeva Jhingan, VP Sales & Market Intelligence – EXL

## Why Leaders Attended

- B2B Buyer Insights - Understanding how purchasing decisions are evolving in India.
- AI-Powered Sales Advantage - Learning how AI tools transform pipeline building and conversions.
- Next-Gen Sales Skills - Modern prospecting, engagement, and trust-driven selling.
- Exclusive Networking - Access to top-tier professionals and decision-makers.

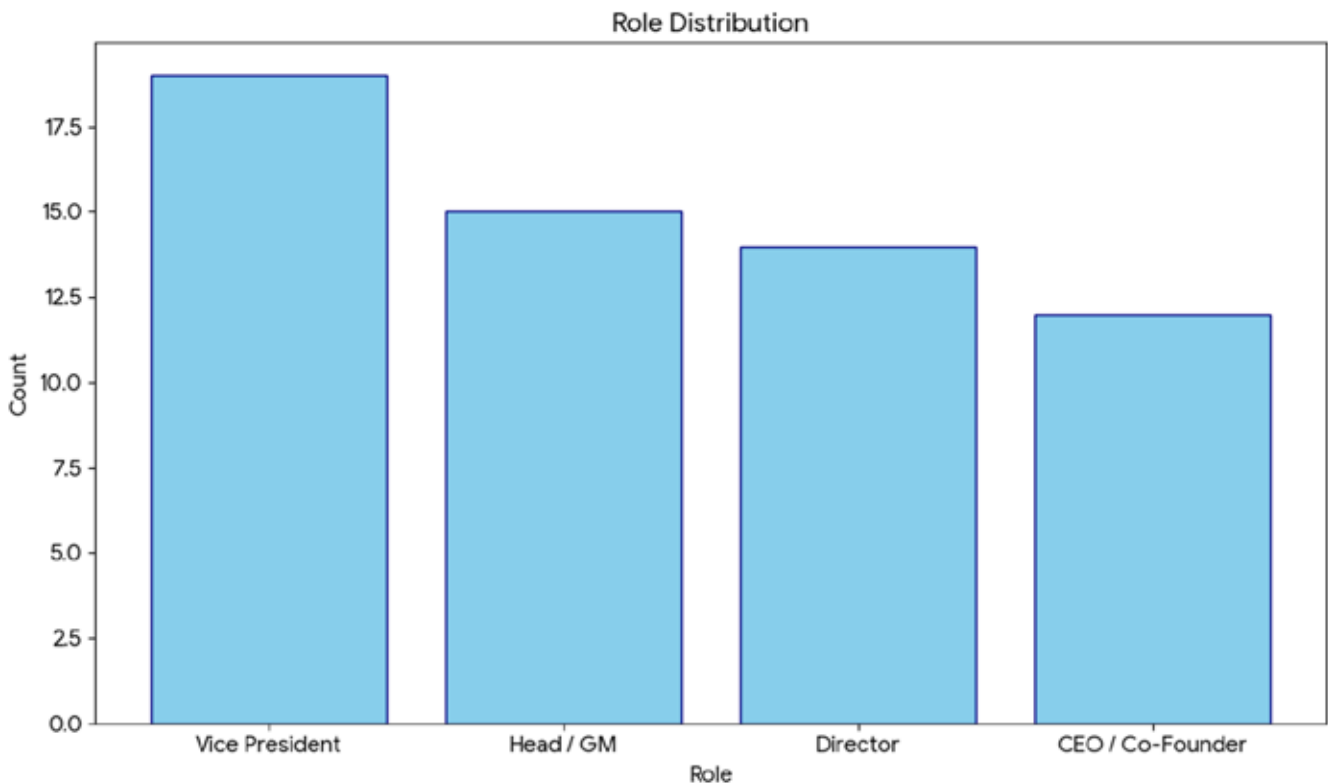
## Key Takeaways

- Sales teams must evolve from “push selling” to value-led engagement
- AI will not replace salespeople — it will empower the best ones
- Personal credibility drives buyer trust more than pricing
- LinkedIn is shifting from networking platform to strategic sales engine
- Data-driven decisions outperform intuition-driven selling

## Attendee List

- Amit Gupta – CEO, Techginia
- Harsh Roy – CEO, Valuez School
- Ankit Sharma – Co-Founder, Uproi Digital
- Ayush Sharma – Co-Founder & CMO, Collegehai
- Pradeep Arya – Co-Founder & President Global Sales, Credex Technology
- Prakash Singh – President of Sales, Roof & Assets Infra
- Dheeraj Kausshik – VP Enterprise Sales, Absolute ERP
- Saurabh – VP Business Initiatives, Accessible Minds
- Jiten Kumar – VP Marketing, Impulse International
- Deepak Bhardwaj – VP Sales, Quadrent Technologies
- Parth Sikka – VP of Sales, Rosenberger Interconnect
- Abhishek Tripathi – Vice President Sales & BD, Paques India
- Vikash Kumar Upadhyay – Vice President Sales, SWELECT Energy Systems
- Ashish – Sr VP Sales, VSPAGY
- Vipul Goyal – Director – Sales, Aetosky
- Mudit Batra – Director Sales, CARD91
- Abhinav Varrey – Director & Assistant Chief Sales Officer, Johnnette Technologies
- Meenakshi Shahi – Director BD, Marketing, HR & Communications, CSRL
- Krishnamurti Singh – Director, CSRL
- Sumedha Chatterjee – Marketing Director, i2e Consulting
- Naveen Kr Singh – Director of Sales, Scholastic
- Praveen Singh – Director Business Development, MBD Alchemie
- Karn Singh – Director Sales Division, Megamax Services
- Avanish Pandey – Director Sales, Where U Elevate
- Kumaresh Das – Associate Director – Sales, CloudKeeper
- Rolly Kapoor – VP & National Sales Head, The Quint
- Rajeev Mukherjee – National Sales Head, TUK

- Kapil Rastogi – Regional Head – Sales, IndiaDotcom Digital
- Aadil Saif – Head of Marketing, Addressofchoice Realty
- Gaurav Malhotra – Head of Sales, Adfluence Hub
- Baig – Head & Associate Executive Director – Marketing, Judge India Solutions
- Mayank Chaturvedi – Head Sales & Marketing, Kanodia Group
- Hari Shankar Tyagi – Head Sales, Megamax Services
- Devanshi Panda – Marketing Head – India & Sub-Continent, Newland AIDC
- Krishan Kumar – Head – Digital & Inside Sales, RupeeQ
- Amit Kumar – Head of Marketing, Servosys Solutions
- Vinay K – Head Marketing, SWELECT Energy Systems
- Arunita Trivedi – Head Key Accounts, Syrotech





## Outcomes & Business Impact

- Strengthened LinkedIn's brand as an AI-enabled growth partner
- Deepened leadership relationships across Noida sales ecosystem
- Enabled real conversations on revenue, performance, and trust
- Positioned ObserveNow Media as a premium thought-leadership enabler
- Sparked follow-up interest, demos, and collaboration discussions

## Conclusion

The LinkedIn Sales Connect On-Tour Noida edition delivered a powerful combination of:

- Strategy
- Technology
- Trust-driven selling
- Peer insights

The session not only inspired leaders — it equipped them with practical frameworks to transform sales performance in 2025 and beyond.



EVENT GALLERY





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