



Background

A UK based independent service provider for various heritage brand gas turbines wished to investigate opportunities for expanding into the FPSO (Floating, Production, Storage & Offloading) market.

Internally, the company had in house technical, engineering & project management resources for working on various items of rotating equipment found on FPSO's.

However, their sales resources were entirely focused on serving their existing customer base.

Jaikai Cresco Ltd was approached to provide the sales support to investigate this new market

Objectives

Produce a database of the existing fleet of FPSO's, their owners/operators and their status (operation, dockyard, layover, decommissioned etc).

Identify leads within the organisations responsible for the MRO & supply chain activities for their rotating equipment.

Prioritise marketing activities

Produce marketing material with the in house technical author and undertake email marketing campaign.

Cold calling & undertaking remote sales presentations during Covid.

Generate & pass on any prospects that have been generated.

Outcomes

A database of FPSO vessels together with owner/operators information was recorded on a CRM system & spreadsheet.

Contact details of the necessary leads (Fleet Managers, Rotating Equipment Maintenance Engineers etc) were obtained.

Direct Marketing was undertaken.

New enquiries were generated for a range of services including rotor repairs & balancing, control system upgrades, Equipment Life Extension projects