

OILFIELD SERVICES · GROWTH STRATEGY

The Future of B2B Sales in *Oilfield Services*

How growth-minded operators are rewiring their playbook
with AI

By Tim Conn — Founder & Fractional CMO, MAGCON Ventures Ltd.

McKinsey & Company just published research every owner and revenue leader in oilfield services and energy technology should read — even though it wasn't written about our industry at all.

Their report draws on a survey of nearly 4,000 B2B buyers and sellers across 13 countries. Its core finding: most B2B companies are experimenting with AI, but very few are capturing real value from it.

The companies that are — McKinsey's "**growth champions**" — aren't just buying more tools. They're rebuilding the actual workflows their revenue teams run on, end to end, around AI.

WHY IT'S DIFFERENT HERE

Trust is the actual product in oil & gas.

We sell into technical buyers, long relationship cycles, and safety-driven purchasing decisions — a world built on trade shows and referrals, not structured pipeline.

That's not a weakness. But it also means most O&G service and tech companies have never had a real revenue *system* — just parallel effort from marketing, business development, and field sales.

01

Reach the Right Opportunities

→ Increase Revenue

Rig counts, basin activity, capex announcements, regulatory shifts, project postings — the signals are already out there.

Before we touch a single AI tool, we build the workflow that turns those signals into a consistent flow of qualified opportunity — not a one-off campaign.

02

Get the Go-to-Market Model Right

→ Strengthen Market Positioning

Same outreach, same pitch, same effort — toward a small operator and a major E&P. The economics and messaging couldn't be more different.

We map who you're actually best positioned to serve, then reposition your message and go-to-market motion around that.

03

Grow Accounts with the Right Offers

→ Build Repeatable Systems

Not a spreadsheet one person maintains. Not tribal knowledge that walks out the door with your top performer.

A CRM and account-management workflow that captures what's actually happening — and surfaces the next right action, every time.

04

Get the Price Right

→ **Improve Profitability**

Discounting decisions that live entirely in the head of whoever is closing the deal that week — that's value leakage no one ever sees.

We ground pricing in actual win/loss history, customer value, and cost-to-serve, not reactive negotiation.

05

Enable the Team to Deliver Every Time

→ **AI Tools, CRM & Demand Gen**

Inconsistent information across a team is now the #1 reason B2B buyers switch suppliers — ahead of even poor service.

A well-built system makes your best seller's consistency available company-wide, even on a five-person team.

WHERE I START WITH EVERY CLIENT

1. Understand where you are today

Your revenue engine, your market position, and where the real gaps sit.

2. Define where you want to go

The specific growth and profitability outcomes that matter to your business.

3. Build the system that gets you there

Repeatable workflows, a CRM and demand-gen infrastructure, and AI layered in only where it removes real friction.

The companies that win the next decade in oilfield services and energy technology won't be the ones with the most tools.

They'll be the ones with the most disciplined, most repeatable revenue systems — with AI built into the foundation rather than bolted on top.

Tim Conn is the Founder and Fractional CMO of MAGCON Ventures Ltd., helping oil and gas service and technology companies build AI-assisted growth and marketing systems. If you're evaluating where your revenue engine stands today, feel free to reach out.

SOURCE & ATTRIBUTION

This article discusses and responds to original research published by McKinsey & Company:

Dierks, A., Huber, I., Valdivieso, M., Deveau, R., with Singh, N. “The Future of B2B Sales: How Growth Champions Rewire Their Playbooks with AI.” McKinsey & Company, Growth, Marketing and Sales Practice, July 2026.

mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-b2b-sales-how-growth-champions-rewire-their-playbooks-with-ai

All statistics, case studies, and concepts attributed to McKinsey are drawn from the report above. This piece reflects the independent commentary of Tim Conn / MAGCON Ventures Ltd. and is not affiliated with or endorsed by McKinsey & Company.