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We came to Lead Comet to help tighten our overall marketing strategy. They had deep experience in our space and a sharp point of view on thought leadership.

They helped us stay focused as we built new services and gave us a GTM strategy our team actually used. The results speak for themselves. And the work kept our team sharp and aligned.



Kevin Shuler
CEO

Quandary Consulting Group



[Read Case Study](#) →

Quandary Consulting Group Rebuilds GTM Strategy Without Losing Partner Momentum

Challenge

Website didn't reflect current services, messaging was fragmented, and internal teams couldn't use it confidently in sales conversations

Solution

- Split offerings into two clear tracks: Quickbase (core) and AI implementation (new GTM initiative)
- Audited entire site, sunset outdated services, rebuilt homepage, navigation, and messaging to support sales and partner outreach.

Results

- Launched new AI services in 60 days
- Rebuilt GTM to support dual offerings
- Website drives sales and follow-up
- Clearer messaging across all buyer touchpoints
- Improved visibility with partners and referrals