Lead Comet

Results:

- 10 case studies rebuilt for sales
- Objections addressed with real proof
- Stories tied to conversion-driving features
- Messaging sharpened with customer language
- Clients re-engaged with updated wins

Service Areas:

- GTM Strategy & Messaging
- Sales Enablement Support
- Customer Interview

Have Questions About This Project?

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Fixing Broken Proof: Rewriting 10 FinTech Case Studies to Support Modern Sales

The Challenge:
The sales team could close once they had a prospect on the phone. Earning that first call was the hard part.

The client had 13 case studies but most were long, blog-style writeups filled with vague praise and outdated details that didn't reflect how the platform currently supported buyers.

A new CMO stepped in to align messaging with how the business actually sold. The case studies weren't sales assets. They were liabilities.

Our Solution:
Lead Comet rebuild the entire case study library from the ground up: rewriting old stories, removing outdated ones, and creating new content that reflected buyer needs.

Every decision we made focused on giving the sales team sharp, credible proof they could use to build trust, overcome skepticism, and close faster.

The Roadblocks:
- Some believed the original case studies were "good enough." We created side-by-side comparisons to show how the old format created friction.
- The design team pushed back on layout changes. Every UX decision was grounded in how their ICP reads and evaluates proof.
- Compliance added complexity. We worked within strict regulations and avoided restricted terms while prioritizing clarity.

The Results:
The client's case study library was rebuilt into a set of sharp, sales-ready assets that drive clarity, trust, and internal alignment.

- Stories are clear, skimmable, and mapped to buyer priorities
- Sales can now drop targeted proof into emails, demos, and follow-ups
- Internal teams aligned on what strong customer proof looks like
- Messaging improved using real buyer language from interviews
- Existing customer relationships were strengthened through updated stories

Client: SaaS
Industry: FinTech / Financial Services
Team Size: 40 employees
Location: United States