Lead Comet

Results:

• Launched new AI services in 60 days
• Rebuilt GTM to support dual offerings
• Site now drives sales and follow-up
• Protected visibility with partners and referral

Service Areas:

• GTM Strategy & Messaging
• Website Structure & Copy
• Sales Enablement Support

Have Questions About This Project?

info@lead-comet.com

https://www.linkedin.com/company/leadcomet/

Quandary Consulting Group Rebuilds GTM Strategy Without Losing Partner Momentum

The Challenge:
Quandary had two things going for them: a steady flow of Quickbase referrals and growing demand for AI implementation.

But their website hadn't kept pace. Messaging was fragmented. Services were outdated. And the team couldn't use the site confidently in active sales conversations.

With live campaigns and event outreach around the corner, they needed to move fast—without undermining what already worked.

> "
> 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

Our Solution:
We helped Quandary rebuild their GTM strategy in under 60 days—splitting services into two clear tracks (Quickbase + AI), auditing every page, and delivering a rebuilt homepage, navigation, and message that aligned with how they sell today.

The Results:
The GTM reset gave Quandary a foundation they could build on (not just a new site):

• Messaging was sharper.
• Navigation made sense.
• Services matched how the team sold.

Internally, the site became a real asset. Sellers could support both AI and Quickbase conversations.

Client: Quandary Consulting Group
Industry: Technology Consulting
Team Size: 40+
Core Focus: Low-code automation, AI implementation
Partner Platforms: Quickbase, TrackVia, Workato

QUANDARY CONSULTING GROUP