



Results:

- 7 case studies delivered
- Used in active sales and partner enablement
- NDA-safe assets with clear outcomes
- Improved internal visibility and story alignment
- Shared across LinkedIn, email, and internal decks

Service Areas:

- Sales Enablement

Have Questions About This Project?

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No Logos? No Problem. Building Case Studies Designed for NDAs That Still Close

The Challenge:

Citation Labs had strong results and clean documentation but no public-facing proof. NDAs and confidentiality constraints made it impossible to name clients or use testimonials.

Sales had to build trust from scratch, explaining value over long calls without shareable case studies.

With LLMs reshaping how buyers discover and vet vendors, Citation Labs needed assets that could show impact without breaking confidentiality.

“

James was methodical in his approach. He quickly understood both our business and our clients. Since working with James, I've noticed our team can better sum up what we do. He's been an ally, coach, and supporter throughout the process.”



Garrett French

Founder
Citation Labs

Our Solution:

We ran a focused sprint to turn seven internal wins into NDA-safe, sales-ready case studies built around buyer priorities.

The Results:

Citation Labs now has a full library of case studies used across sales, outbound, and partner enablement—even with strict NDA constraints.

- 7 case studies tied to active sales
- Stories used in cold outreach, call prep, and partner decks
- Assets shared across sales, marketing, and internal teams
- Clear structure for surfacing and telling future stories

Client: Citation Labs

Industry: SEO / Digital Marketing

Team Size: 50 employees

Location: Louisville, KY

