



## Corporate Training Platform Case Study | OutboundHR

### How We Drove 50% More Qualified Leads for a Corporate Training Platform

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#### The Challenge

A Corporate Training platform was generating leads—but many weren't a fit. The sales team was burning time on unqualified calls that rarely converted.

Key issues:

- Broad outreach that lacked role or industry specificity
  - Low lead quality = high demo no-show rate
  - Misalignment between marketing messaging and sales conversations
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#### The Solution

We refined the entire top-of-funnel motion to prioritize *quality over quantity*:

- **Rebuilt ICP criteria** to focus on ideal industries, company sizes, and learning maturity
  - **Segmented outreach** by buyer persona (HR, L&D, Sales Enablement)
  - **Introduced qualifying questions** early in the outbound flow to pre-screen leads
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#### The Results (in 30 Days)

- **50% increase in qualified leads** passed to sales
  - **Demo no-show rate dropped by 35%**
  - **Improved close rates** thanks to better-fit opportunities
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#### Why It Worked

We made sure every lead that hit the calendar was *worth* the conversation. Cleaner targeting + sharper messaging = stronger pipeline, happier sales team.

Want results like this? Let's talk.