



L&D Platform Case Study | OutboundHR

Winning L&D Decision-Makers with Strategic Sequencing: A Case Study

The Challenge

An L&D platform was struggling to break through to senior Learning leaders. Outreach felt ignored, and demos were stalling out early.

Pain points included:

- Low engagement from Heads of L&D and Enablement
 - Messaging that didn't align with evolving L&D priorities (e.g., upskilling, retention, DEI)
 - No structured follow-up process to build momentum
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The Solution

We implemented a strategic sequencing framework tailored to how L&D leaders buy:

- **Built messaging themes** around business impact (employee growth, ROI of learning, internal mobility)
 - **Structured a 4-step outbound cadence** with value at every touchpoint
 - **Layered in social proof and bite-sized insights** to build credibility
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The Results (in 45 Days)

- **Consistent meetings booked** with L&D and Enablement leaders
 - **Increased lead-to-demo conversion by 3x**
 - Positioned platform as a *strategic partner*, not just another vendor
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Why It Worked

We stopped selling "features" and started selling *outcomes*. By aligning outreach with L&D's strategic goals, we earned trust—and meetings.

Want results like this? Let's talk.