



## Case Study: Building a B2B Sales Motion for an Education Startup

A three-year-old education startup with roughly twenty employees had built a successful business teaching individuals through bootcamp-style programs. Enrollment was driven almost entirely through marketing, and the company had not yet developed a sales motion beyond individual buyers.

Leadership recognized that long-term growth would require expanding into B2B, but the company lacked the structure to sell effectively to corporate and enterprise customers. The product messaging was designed for individual learners, not institutional buyers, and the sales team had no defined pipeline management, forecasting process, or enterprise sales playbook.

I was brought in to develop and operationalize the company's B2B strategy.

We began by defining the ideal customer profile and identifying the markets most likely to benefit from the company's programs. Messaging and positioning were rebuilt to resonate with enterprise buyers, shifting the conversation from individual bootcamp enrollment to workforce development and scalable training programs.

From there, we implemented the operational foundation needed to support enterprise sales. This included a structured pipeline and forecasting model, focused ICP-based prospecting, documented sales motions and messaging, and a repeatable process for navigating procurement and RFPs. We also designed a pilot-to-enterprise conversion strategy to help the team move from small engagements to larger institutional contracts.

The impact came quickly. The team closed its first B2B sale within sixty days. Over the following months, a series of early engagements averaging around \$25,000 helped validate the offering and establish credibility in the market.

**Within nine months, the company submitted and won a pilot engagement that expanded into a full-scale RFP win worth more than \$1 million.**

During this time, the team built its first enterprise pipeline, reaching more than \$3 million in opportunities and increasing average deal size from roughly \$2,500 individual enrollments to enterprise contracts of \$25,000 and above.



Equally important, the organization moved from ad hoc selling to a repeatable, forecastable sales motion. Prospecting became focused on a defined ICP, pipeline reviews became predictable, and leadership gained clear visibility into revenue growth.

The newly established B2B motion ultimately became a key component of the company's growth story and helped demonstrate scalable revenue potential during its acquisition and integration under new ownership.