

## // Case Study

### Kidblog

#### // Challenge ::

Historically, for SaaS based education software company Kidblog, summers were extremely slow for new business. The reason being when your customers take the summers off, revenue goes home with them. With these folks making up the bulk of their prospect pool, revenue growth was stifled.

#### // Solve ::

Kidblog hired the Closers team to help figure out what to do with the slow summer months. They quickly discovered that though teachers were not around June-August, district leaders who oversaw multiple schools/teachers were. Closers implemented a playbook and helped Kidblog sell district wide deals directly to key decision makers during a time of year they had less going on.

#### // Outcome ::

Kidblog closed 50% more deals, including their biggest deal in company history, during that summer AND beat the previous year's revenue attainment before school was even back in session.

“The Closers Team helped hone our pitch to key stakeholders, giving us the confidence and content to win 50% more deals, including our largest contract in history. They worked alongside us to teach us how to write compelling email copy and coached our reps on how to level-up our pipeline management. Thank you Closers Team for all the work you do to make the people around you feel and act like champions.”

- Matt Hardy, CEO, Kidblog

