



Client Success Story

FoodTech Company X AIMS Consulting Services

How a Data-First, GTM Consulting-Led Outbound Strategy
Built a Scalable Pipeline for a Leading FoodTech Platform

| Company Overview

A leading **FoodTech company** offering Digital Cafeteria Management solutions to large enterprises. Their platform helps corporates streamline food operations, improve employee experience, and manage multi-vendor cafeteria ecosystems through technology.

As the client continued to scale across India, they needed a predictable outbound engine to consistently reach large organizations and institutional buyers.

AIMS Consulting Services is a **GTM consulting and implementation partner** that helps B2B businesses design, validate, and scale their go-to-market motions.

We work with enterprises to bring build predictable GTM systems.

| The Opportunity

The FoodTech company already had strong market credibility and product-market fit. The opportunity was not about validating demand—but about scaling outreach in a systematic, repeatable way.

Key requirements included:

- A clearly defined ICP for enterprise outreach
- A high-volume, high-quality prospecting engine
- Consistent lead flow to support the sales team
- A partner who could build a long term GTM motion

| 45 Days of ICP & Strategy Assessment

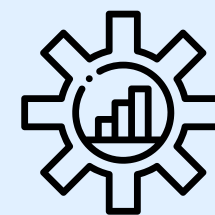
Before launching outreach, AIMS spent 45 days in a deep assessment phase, working closely with the client's team to:



**Understand buying personas
and decision-makers**



**Mapping end-to-end
enterprise sales cycles**



**Identify industries with the
highest outsourcing potential**



**Define qualification criteria
for meaningful conversations**

This phase revealed a critical insight:

For the client, success in outbound was a game of data scale combined with the right ICP.

This insight shaped the entire strategy.

Building a Massive Prospecting Engine

Instead of starting outreach immediately, AIMS recommended to focus on building a strong data backbone.

What was done:

- Designed an aggressive data-gathering strategy
- Scraped and curated 10,000+ highly relevant prospects
- Mapped decision-makers across HR, Admin, Facilities, and Operations
- Ensured the data could support sustained outreach at scale

Only after this foundation was ready did AIMS recommended to initiate outbound campaigns.

The impact was immediate.

📈 **Month 1 Results (April 2023): 25 qualified leads generated**

This early success gave the FoodTech client's sales team an immediate boost and validated the data-first approach.

Data Process

Define ICP exhaustively and extensively

Aggressive Data Scraping & Consolidation

Internal Data
Review

External Data
Review

Complete Database Created with
Prospect Details and Company Details

| Scaling the Motion

With consistent performance visible, AIMS initiated discussions with the client to scale the partnership.

Key actions included:

- Deploying additional resources
- Increasing outreach velocity without compromising relevance
- Refining messaging based on sales feedback
- Tightening follow-up and qualification loops

First 6 Months Performance

- **Leads Generated: 130**
- **Closures: 6**

This phase established a stable outbound rhythm and built confidence in the scalability of the model.

Expanding Beyond Enterprises

Based on the reachouts and appointments scheduled, an industry responsiveness analysis was conducted.

- The analysis revealed the top industries which are best fit for the product use case of the Food-Tech company.
- The analysis led to focused targeting and industry penetration creating a competitive edge.

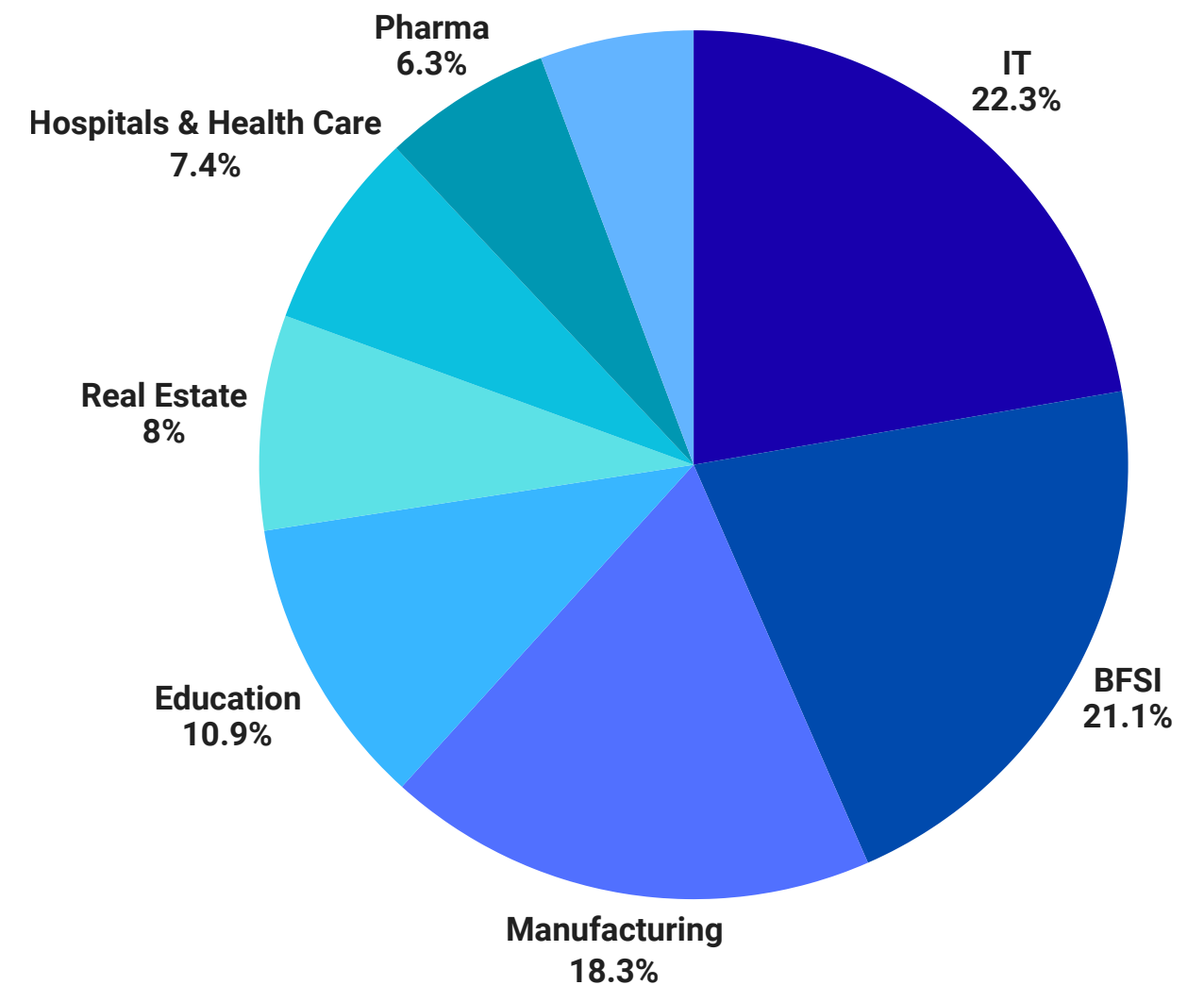
As the project matured, AIMS identified another growth opportunity:

Universities and large educational institutions

These organizations shared similar characteristics with enterprises:

- Large employee/student populations
- Multiple food vendors
- Centralized decision-making
- Long-term contracts

AIMS expanded the targeting strategy to include universities, opening up a new segment for the client—and this immediately started showing results.



| Long-Term Impact

443

Total Meetings Done

38

Total Closures

16430

Outreach Done

28321

Prospect Data Created

Over 2 years of continuous collaboration, AIMS helped the FoodTech client build a sustainable outbound engine that delivered:

- Consistent pipeline support for the sales team
- Expansion into new verticals beyond core enterprise accounts
- A repeatable, scalable prospecting framework

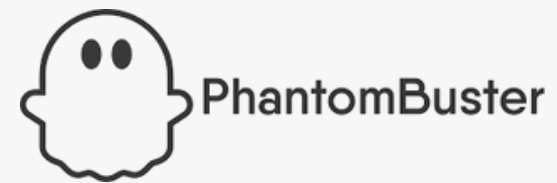
What started as an aggressive data-driven experiment evolved into a long-term, dependable growth channel.

| GTM Tech Stack

Prospecting Tools



Data Extraction Tool



Whatsapp Automation

WASender

Email Automation



Contact Extraction Tools

ContactOut 



SignalHire



At AIMS Consulting Services

We build data-backed GTM systems that scale with your business.
This is a proof that when strategy, data, and collaboration come together, outbound can become a long-term growth engine—not just a short-term tactic.

Contact us

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