



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

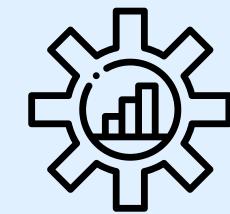
Before launching outreach, AIMS spent 45 days in a deep assessment phase, working closely with the client's team to:



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
- Scrapped 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

Aggresive 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.

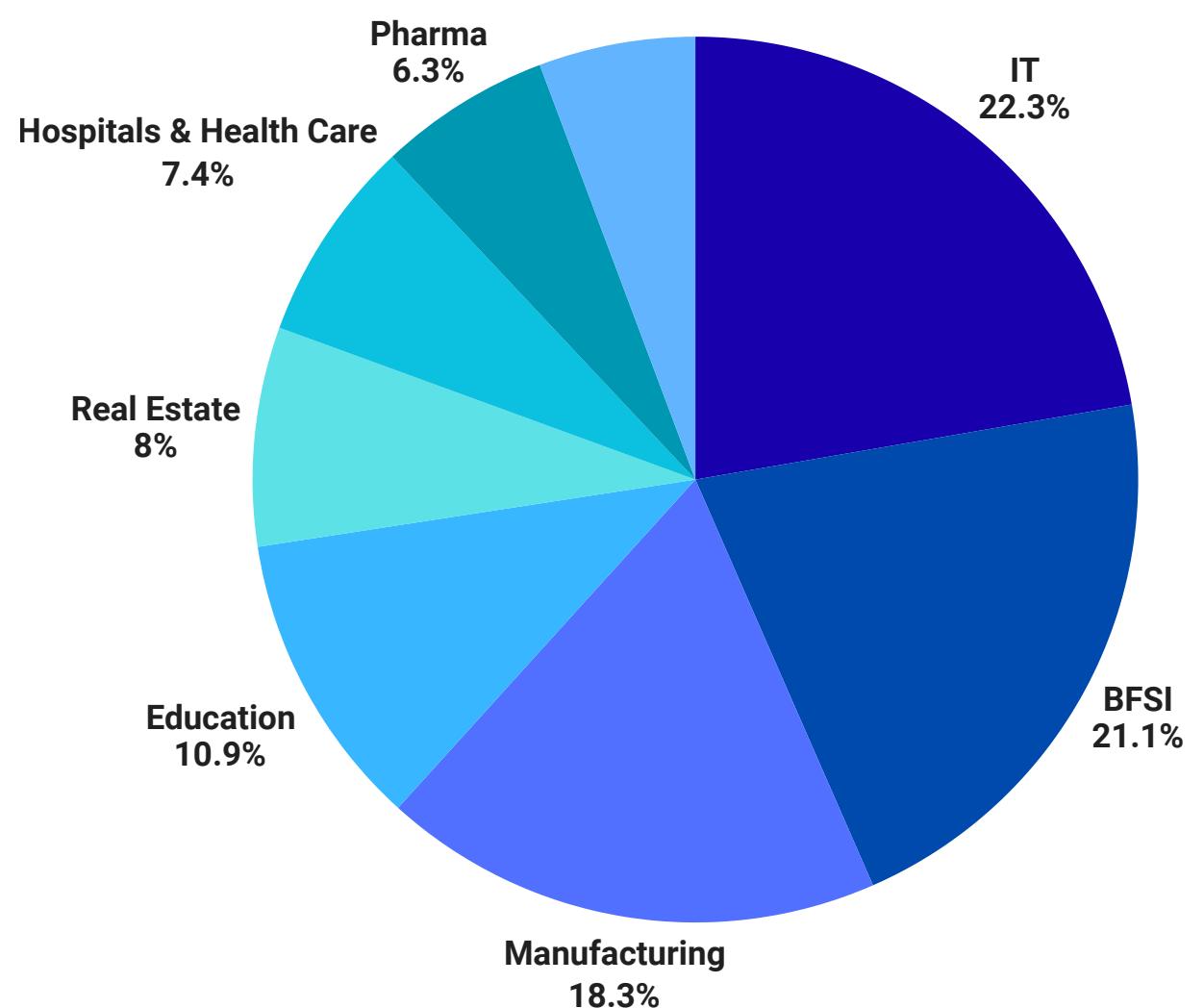
As the project matured, AIMS identified another growth opportunity:

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

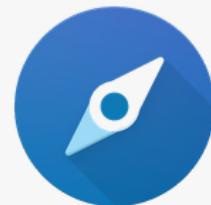
Over 2 years of continuous collaboration, AIMS helped the FoodTech client build a sustainable outbound engine that delivered:

- 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



PhantomBuster

Whatsapp Automation

WASender

Email Automation

Snovio

Contact Extraction Tools

ContactOut

Lusha

easy leadz

SignalHire

RocketReach

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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