Client Success Story

LogisticsTech Company X AIMS Consulting Services

How GTM Consulting-Led Iteration Helped a Leading LogisticsTech
Company Build a High-Converting Pre-Sales Engine

Company Overview

The **LogisticTech company** is one of India's leading logistics-tech companies, offering on-demand and enterprise transportation solutions. In 2021, the LogisticsTech company had recently launched its Enterprise vertical and had onboarded 149 clients within the first six months.

To scale further, they needed a partner who could consult with building a predictable lead-generation engine and support their expansion into new B2B markets

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.

Laying the Foundation Before Execution

Objective: Design a scalable Go-To-Market (GTM) motion for the Enterprise vertical that could deliver predictable meetings, faster onboarding, and recurring revenue.

Our GTM Approach

Start with Market Reality, Not Assumptions

- How enterprise customers actually buy logistics services
- What drives daily trip volume and repeat usage
- Where revenue predictability truly comes from

Define GTM Hypotheses Before Scaling Outreach

- Ideal customer segments (enterprise vs mid-market)
- Industry-wise logistics intensity
- Decision-maker roles influencing recurring usage

Build for Learnings, Not Just Leads

- Test multiple segments quickly
- Capture insights from every conversation
- Use learnings to continuously refine ICP, messaging, and prioritisation

Phase 1: Learning the Ground Reality

In the early months, AIMS assisted with targeting large enterprise companies, assuming they would offer the highest revenue potential.

But after several cycles, AIMS identified critical insights with regards to large enterprise accounts:

Closure cycles were **long and complex**

Requirements were **highly stringent**

Decision-making involved **multiple approval layers**

Onboarding process was **slow, delaying revenue**

AIMS recommended shifting the focus to mid-sized companies, where:

Sales cycles were **shorter**

Requirements were **more flexible**

Onboarding timelines **were faster**

Probability of **daily trip volume was higher**

THIS MARKED THE FIRST MAJOR STRATEGIC PIVOT.

Phase 2: Finding the Sweet Spot

After shifting to mid-sized companies, lead volumes improved — but AIMS still wanted to identify exactly which client segments would generate maximum recurring trips, which was the core profitability driver for the LogisticsTech company.

So AIMS conducted a deep-dive analysis across Industry, Company Size & Buyer Person.

Industry Analysis based on Outreach & Meetings Done

Industry	COUNTA of Company Name	COUNTA of Meeting Month	Percentage of meeting	Average company in a Industry	Average meeting percentage
	1	0			
Total	1	0			
Airlines/Aviation Total	1	0	0.00	16	20%
Apparel & Fashion Total	36	6	16.67	16	20%
Architecture & Planning Total	2	0	0.00	16	20%
Auto Total	63	9	14.29	16	20%
Aviation & Aerospace Total	1	0	0.00	16	20%
Beauty Total	1	0	0.00	16	20%
BFSI Total	1	0	0.00	16	20%
Biotechnology Total	10	2	20.00	16	20%
Building Materials Total	34	8	23.53	16	20%
Business Supplies and Equipments Total	9	2	22.22	16	20%
Chemicals Total	19	4	21.05	16	20%
Computer Games Total	1	0	0.00	16	20%
Construction Total	11	3	27.27	16	20%
Consumer Electronics Total	59	16	27.12	16	20%
Consumer Goods Total	2	1	50.00	16	20%
Consumer Services Total	9	2	22.22	16	20%

INDUSTRIES TO TARGET

Priority 1	Priority 2	Priority 3
Apparel & Fashion	Chemicals	Auto
Building Materials	Cosmetics	Biotechnology
Consumer Electronics	Health, Wellness & Fitness	Business Supplies and Equipments
FMCG	Industrial Automation	Construction
Food & Beverages	IT	Consumer Services
Internet	Logistics & Supply Chain	Electrical & Electronic Manufacturing
Medical Device	Pharma	Furniture
	Restaurants	Hospital & Healthcare
	Retail	Renewables & Environment
	Textiles	Telecommunications

Output of the Analysis

The analysis concluded that highest conversion and revenue potential came from:

INDUSTRY	**COMPANY SIZE**	**BUYER PERSONA**
FMCG, Food & Beverage, Retail, Beauty & Cosmetics	11–50 and 51–200 employees	Owners, Founders, Logistics and Operations Heads

This precision targeting improved:

- Lead quality
- Meeting-to-onboarding ratio
- Onboarding speed
- Revenue predictability

Phase 3: Introducing LinkedIn Sales Navigator

To further scale the system, AIMS recommended using **LinkedIn Sales Navigator** for hyper-targeted prospecting and outreach.

The LogisticsTech company had not used LinkedIn as a serious acquisition channel before, but AIMS assured them that with structured targeting and messaging, it would deliver high-impact results.

The LogisticsTech company trusted the recommendation and even extended the engagement to a full-year contract based on the confidence in the strategy.

Using LinkedIn as a core channel allowed the client to:
- Reach decision-makers faster
- Increase scale of outreach
- Target specific industry & company sizes accurately
- Generate qualified meetings consistently

	May 2022	June 2022	July 2022	August 2022
Leads:	17	19	21	22
Onboardings:	5	6	6	15
Conversion:	29.41%	31.58%	28.57%	68.18%

The Outcome

As targeting sharpened and channels diversified, results began to compound:
- Meeting volumes scaled from 12–15 per month to 25+ per month
- What truly improved the ability to generate leads that closed wasn't just increasing volume, it was:

PRECISE TARGETING + SALES NAVIGATOR + THE RIGHT DECISION-MAKERS + CONTINUOUS STRATEGIC ADJUSTMENTS

The journey wasn't linear — and that's what made it strong. **From initially targeting large enterprises → to mid-sized companies → to focusing on a very specific industry–size matrix, AIMS ensured the LogisticsTech company always moved toward segments with the highest likelihood of daily transaction volume.**

The LogisticsTech company played a crucial role by:
- Trusting the strategic shifts
- Allowing time for each new hypothesis to play out
- Aligning internal teams to support faster onboarding
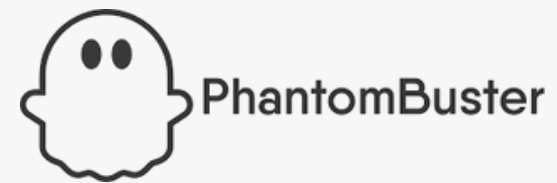- Collaborating closely with AIMS on messaging and positioning

This partnership mindset is exactly what enabled the system to scale predictably.

GTM Tech Stack

Prospecting Tools

Data Extraction Tool

PhantomBuster

Whatsapp Automation

WASender

Email Automation

Snovio

Contact Extraction Tools

ContactOut   Lusha   easy leadz   SignalHire   Apollo

At AIMS Consulting Services

We design the strategy, defined the ICP, built the GTM engine, optimized the funnel, and helped the LogisticsTech company close more business, faster.

This is the true value of a GTM consulting and implementation partner.

Contact us

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