



Client Success Story

Robotics Company X AIMS Consulting Services

How a GTM-Led Approach Helped a Robotics Company Build an International Pipeline Across Outbound & Event-Driven Channels

Company Overview

The Robotics company builds advanced warehouse automation and robotic sorting solutions for logistics, e-commerce, and distribution centers globally.

With a highly innovative product and growing international interest, the company was looking to scale its global market presence in a structured and repeatable way.

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.

Phase 1: GTM Assessment & ICP Design

The engagement began with a structured GTM assessment phase.

AIMS worked closely with the client's team to understand:

- The product's core use cases
- Typical buying triggers in warehouse automation
- Deal complexity and sales cycles
- How buying decisions are made in logistics and supply-chain enterprises

ICP Design at a Functional Level

Instead of stopping at job titles, AIMS internally evaluated:

- Which departments actually influence robotics buying decisions
- Which designations act as economic buyers vs. technical influencers
- Where budget ownership typically resides

This led to a refined, GTM-ready ICP—focused not just on who to contact, but who actually matters in the buying process.

Sr. No.	Target Audience (Engineer/Manager/Director/VP)
1	(For 3PLs) Solution Design
2	Innovation in Logistics/Supply Chains
3	Automation in Logistics/Supply Chains
4	Logistics Process Design
5	Logistics Operations Director

SrNo.	Target Regions
1	Europe
2	United Kingdom
3	United States of America
4	Australia

Sr. No	Target Groups	Services to be pitched
1	3PL in Fashion/ E-Commerce	Order Consolidation (B2B and B2C), Click & Collect Orders sorted to Stores, Returns Sorting, Carriers based sorting
2	E-Commerce	Order Consolidation, Returns Sorting, Carriers based sorting
3	Fashion and Sports Goods	Order Consolidation (B2B and B2C), Click & Collect Orders sorted to Stores, Returns Sorting, Carriers based sorting
4	Personal Care	Order Consolidation (B2B and B2C), Click & Collect Orders sorted to Stores, Returns Sorting, Carriers based sorting
5	Luxury Goods	Order Consolidation (B2B and B2C), Click & Collect Orders sorted to Stores, Returns Sorting, Carriers based sorting

GTM Data Foundation & Outreach Readiness

While the ICP was being finalized:

- AIMS' data team worked on building and scraping high-quality international prospect data aligned to the approved ICP
- Parallelly, the outreach messaging was being built collaboratively

Collaborative Messaging Design

Rather than templated outreach, messaging was:

Co-created by the Client
and AIMS teams

Product
Awareness

Designed to educate
prospects

The GTM channels selected at this stage were:

- **LinkedIn outreach** (for discovery and credibility)
- **Email outreach** (for scale and structured follow-ups)

Early Traction: Outbound as a GTM Signal

In the initial weeks of outreach:

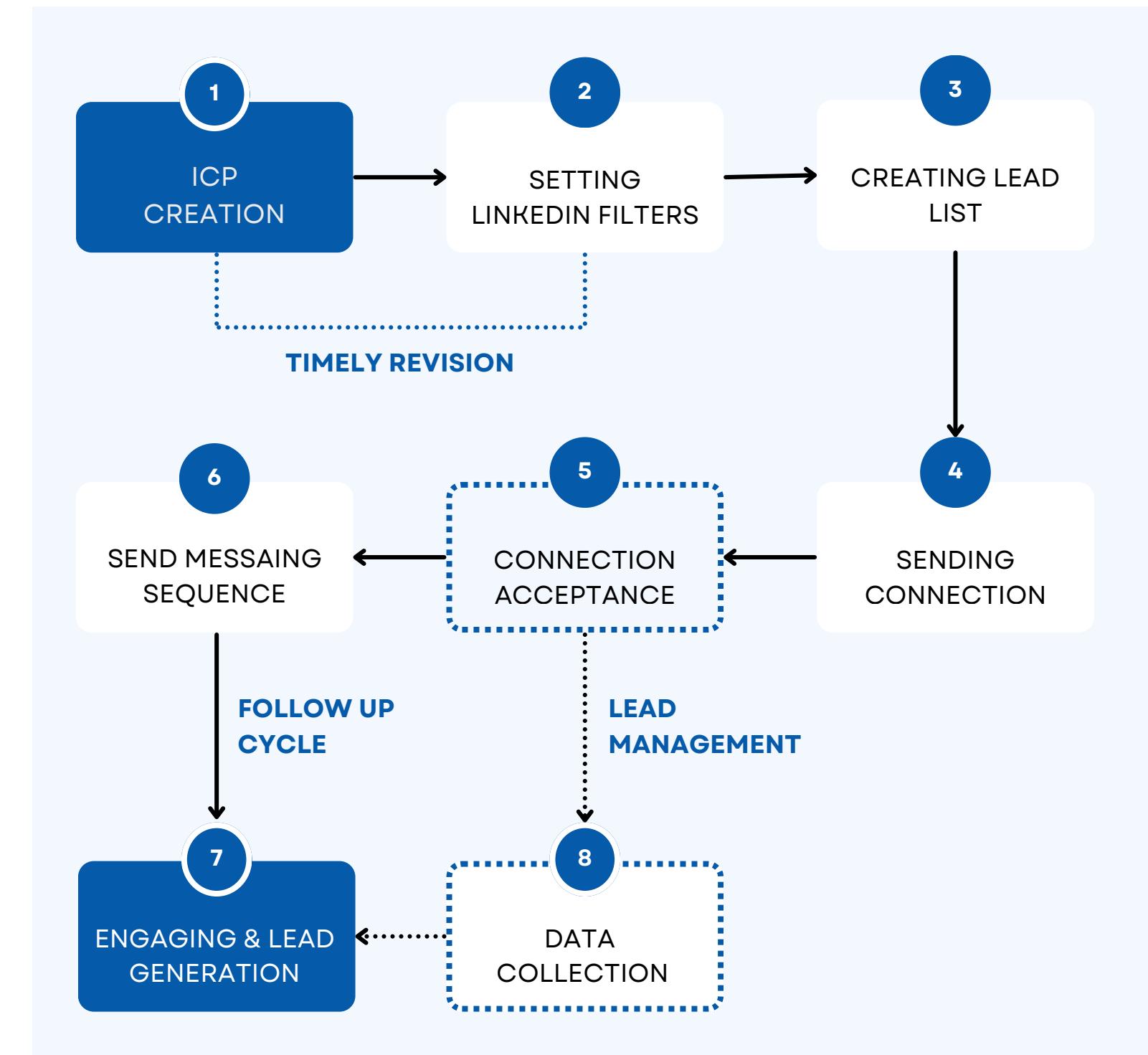
- Response rates were strong
- Conversations started quickly
- Prospects showed curiosity and intent

This early traction validated two things:

1. The ICP design was directionally correct
2. The product innovation itself was a strong conversation starter

Outbound worked well as an entry channel—but deeper GTM insights soon emerged.

LinkedIn as a channel worked really well and a focused outreach process was created around it to ensure complete utilization of the platform for lead generation.



Event-Led GTM Integration

As conversations evolved, AIMS observed a clear industry pattern:

In robotics and warehouse automation, exhibitions and industry events are a primary demand-generation channel.

Many prospects:

- Discovered solutions at trade shows
- Evaluated vendors during events
- Entered buying conversations post-event

Outbound alone wasn't enough. It needed to be integrated with the event-led GTM motion.

Based on this insight, AIMS designed a pre-event and post-event GTM strategy for the client.

Pre-Event GTM

- Identifying companies and personas attending or likely to attend key exhibitions
- Running targeted LinkedIn & email outreach before events
- Positioning the client as a must-visit solution during the event

Post-Event GTM

- Structured follow-ups with event leads
- Re-engaging conversations initiated at booths
- Nurturing warm interest into qualified sales discussions

The Outcome

Through this GTM-led engagement, AIMS helped the client:

- Define a clear international GTM ICP for a complex robotics product
- Build a strong data and messaging foundation for global outreach
- Validate outbound as an effective early GTM channel
- Identify events as a critical demand lever in the industry
- Design and implement an event-integrated GTM strategy
- Create a repeatable motion combining outbound + exhibitions + nurture

Most importantly, the Robotics client gained a structured GTM playbook that goes beyond lead generation.

At AIMS Consulting Services

We design, validate, and implement GTM motions for complex, high-consideration products—especially in emerging categories like robotics.

Contact us

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