



Aimforthemoon Case Study



2023

SALES LIFT  STUDIO

Who is Aimforthemoon?

Founded in 2012, this corporate innovation studio tests, builds and scales corporate ventures and innovation strategies. By mobilising and uniting powerful organisations, entrepreneurs and capital, Aimforthemoon (AFM) brings together a community of like-minded, passionate and entrepreneurial people who join forces to create new products, services and businesses.

This way AFM supports corporates to accelerate innovation through entrepreneurship and entrepreneurs to build and scale their next high-impact business.

AFM has grown a network of 500+ entrepreneurs, experts, creatives, visionaries, corporate heroes and has provided entrepreneurial ecosystems for 200+ corporate partners.



Niek Karsmakers - Founder of Aimforthemoon



Aimforthemoon takes the lead in moonshots that could improve the lives of millions.

Aimforthemoon + Saleslift Studio

Intro

The path that led to this collaboration began when Niek Karsmakers, founder of Aimforthemoon, came across SalesLift Studio on LinkedIn and reached out to Davy Guijt, the owner of Saleslift Studio. After a chat, they quickly understood that there was a match and forged a partnership that would span 2 years.

Although Aimforthemoon used to have its own sales team, there have been several difficulties in implementing outbound sales strategies, mainly time and cost-related.

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- **Reliable contacts from lead generation**
- **Faster sales growth**
- **Fewer costs**
- **Higher efficiency**

Additionally, AFM could effectively obtain an advantage over their competitors by progressing toward their sales objectives while concentrating their internal resources on other important tasks, propelling their business forward.

The Outcome

The results of this innovative strategy, created by Saleslift Studio experts, surpassed expectations. Saleslift Studio accomplished the following activities, starting from the beginning of December 2020 until October 2022:

- **312K in revenue - 3.5x ROI**
- 2K+ leads approached
- Market expansion: verified product market fits in new industries
- Established AFM sales communication strategy

Why Saleslift Studio?

Aimforthemoon used to hire interns every once in a while to take care of outreach but had limited success.

AFM understood that for real outbound results, it would require proper resources and expertise.

But as the company was growing rapidly, AFM wanted to focus their best people on existing clients. Hence their need to work with an external partner who could specialize in outreach for them.



"I like to focus my time on being in the conversation instead of arranging the conversation"

The primary concern they had in their search for an outbound partner was finding an organization they could trust to uphold the brand image and knowledge they had worked so hard to create. Saleslift Studio addressed the problem by systematically diagnosing AFM and its target market so they could then reach out on the behalf of Aimforthemoon's employees with confidence.



"From the beginning, I trusted you for messaging out of my name and I never had the feeling that it was done in a wrong way"



DIFFICULTY ENCOUNTERED

A difficulty any business encounters in their sales development strategy is the need of speeding up the process between a first call with a potential prospect to actually start working with them, and Aimforthemoon was no exception.

The difficulty of judging the quality of a first contact and therefore the **probability of a new business opportunity** can be challenging to estimate.

Timing is key in these reach out strategies. If the timing is right, you have coincidentally reached the right person at the perfect time, chances are that the next step of the process will follow very quickly towards a successful partnership. Other times, the first contact felt like a perfect fit and yet the business is hard to put in motion or doesn't work out.

Nevertheless, by providing a **large amount of contacts points**, Saleslift Studio raises the chances of reaching the right person, at the right time.

Even in the case of a wrong timing situation, the contacts that have been reached out to will serve as **potential clients to keep in mind for the future**. It's easier to reconnecting with old relationship then forging new ones.



"Saleslift Studio brought us to new conversations with people we couldn't have found ourselves"



SUCCESS OF THE PARTNERSHIP

Aimforthemoon has a similar mission to Saleslift Studio's: to help their clients grow their businesses on a strategic level.

However, the two methods **complemented** each other fiercely. The resulting synergy between the two led AFM to recommend Saleslift Studio to their own client base to help improve their outbound strategies.

AFM was satisfied with the service provided by Saleslift Studio, enough to keep working together for nearly 2 years. They appreciated the **frequent meetings and updates** which allowed them to participate in the strategy and discuss it altogether, as well as the **insights exports** that will be continuously useful for the future of the company.

Saleslift Studio tried various strategies and markets, and made partners with unexpected new industries, which eventually became AFM's **biggest clients**.

The Future of Aimforthemoon

After over two years of a successful partnership, Niek Karsmakers has determined the best approach for sales development.

He believes that by combining an internal team with an external, more experienced team, the company can achieve optimal results. This way, the company will remain engaged and motivated throughout the process while also having access to the expertise and knowledge of the specialized team, allowing them to reach their growth goals together.

Additionally, Niek Karsmakers is exploring ways to implement automation systems that will help Aimforthemoon streamline their process and reduce the time and effort required between initial contact and closing a sale.



S A L E S L I F T  **S T U D I O**

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