

The background features a collage of various business data visualizations, including bar charts, pie charts, and line graphs, all rendered in a dark, semi-transparent style. A prominent red horizontal bar is located above the white text box. The overall aesthetic is professional and data-driven.

Athena SWC LLC

Powering Revenue Growth

Providing a proven process model and methodology to achieve your sales goals

Do you lack the front-end sales support needed to generate new accounts and capture a greater market share from your current customer base?

If you are a business-to-business (B2B) company with a complex sales cycle and you struggle to reach your sales goals, Athena SWC can help. We have partnered with companies to execute our proven front-end sales infrastructure (people, processes, and technology tools) to power revenue growth for both new and current account development.

Our process model applies to the various sales channels (direct sales forces, manufacturing reps, and distribution channels) in the following industries:

- Manufacturing (OEM and contract)
- Information technology
- Medical device and healthcare
- Professional services

If your current business development activities are not producing results, if you are looking to enter new markets, or if your sales team lacks the “hunting” skill set required to deliver qualified sales opportunities, look to Athena SWC’s customizable program to help you fill your sales pipeline with leads that convert.



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Our long-term customers have experienced the following on average annually:

**Over \$1.5
Million**
injected into
their pipelines

**Over
\$500K**
in new account
closed sales

Keep reading to see how we achieve results like these for companies like yours.

Our Approach is Different

We help businesses like yours optimize the volume in their sales funnel and manage those prospects until they are qualified sales-ready leads. Unlike many others, we are not a call center, so we do not provide generic lists of opportunities and consider them “qualified” leads. Our approach is vastly different.

We provide a best practice process for inbound and outbound marketing activities focused on the front end of the sales cycle. We offer a unique blend of inbound and

outbound sales and marketing strategies. These are designed to generate highly qualified sales-ready leads that meet your company’s specific growth requirements, whether based on industry, geography, potential revenue, or other criteria.

We will then find these companies, verify decision makers within these organizations and look to engage them in the first step of your sales cycle. We also offer Pipedrive CRM and Vbout marketing automation tools; sales coordination, which includes preforming administrative

tasks and RFQ and quote followup; future interest nurture; pre- and post-trade show and event support; sales cycle analytics; reports; and more.

You will see a compressed sales cycle, increased sales rep productivity, and of course, an increased flow of new business opportunities. With our process, you can clearly quantify and link your marketing investments to improvements in both sales productivity and your bottom-line.



Our relationship with Athena has developed into a partnership that has challenged us in the right ways to position ourselves, both in our approach to how we do things and making sure we are not losing opportunities.

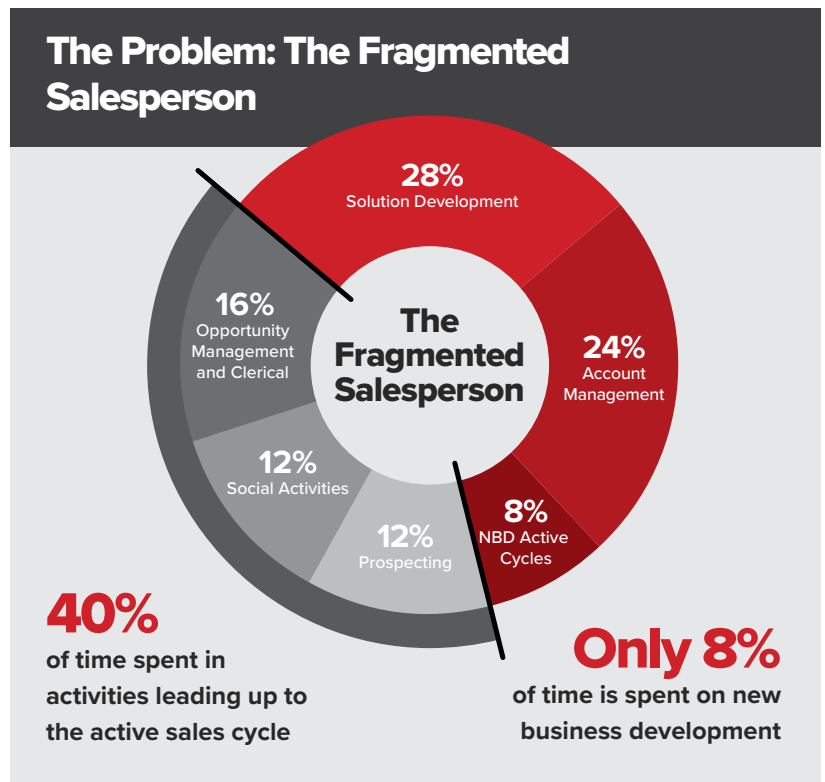
– Brian Gross, Principle, Dawson Metal Company

Division of Labor Allows Sales Staff to Focus on Closing Sales



Typically 40% of a salesperson's time is spent in activities leading up to the first active step of the sales cycle. The growth of a company depends on closing sales, yet a sales person's time is highly fragmented.

To be successful, you must create an organizational process which will continuously fill your pipeline with opportunities that meet your specific criteria for qualified leads. This can be achieved by using the division of labor concept.

Through the division of labor concept, we provide the front-end sales and marketing production processes, active sales cycle coordination, and infrastructure to help manufacture the sale. Our goal is to find the right opportunities, educate them, and qualify them based on your specific criteria so that the lead is ready to actively engage in the first step of the active sales cycle when handed off to your sales person. This allows your sales people to focus on closing the sale.



The Solution: The Division of Labor

<p><i>Athena</i> SWC LLC</p> <p>Front-end Inbound and outbound Marketing and Sales Support Team</p> <ul style="list-style-type: none"> • Relationship Acquisition • Relationship Management • Reporting and Analytics • Active sales cycle coordination 	 <p>Your Sales People</p> <p>Your Sales People receive qualified, sales-ready leads from Athena, which allows them to focus on closing the sale.</p>	 <p>The Primary Objective</p> <p>a steady stream of qualified sales opportunities for the company's sales teams.</p>
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How We Do It

With a holistic approach to inbound and outbound marketing, we provide the people, processes, and tools to support all your front-end sales needs. To provide your business with qualified sales-ready leads and fill your sales pipeline with future opportunities, we will work to understand your business model, new business development goals, product(s) or service(s) positioning, and your target market(s).

We develop compelling messaging, focused on buyer pain points, key interests, and/or specific needs.

The messaging is delivered to the prospects through a series of strategic inbound and outbound activities managed and executed by a skilled team dedicated to your account.

Outbound touches include phone calls, voice messages, direct mail, transactional (one-to-one) emails, e-blasts, and e-newsletters.

Inbound touches are generated through website development, SEO programs, website visitor tracking, and social media.

We provide sales coordination to manage, track, and follow up on RFQs and quotes while capturing win/loss feedback, increasing chances of winning by ensuring the quote is meeting the needs of the prospect.

These touches are designed with the purpose of motivating a buyer to engage in conversation, attend an educational event, or agree to receive relevant content on a periodic basis that will contribute to their learning and ultimate buying decision.

Resource Optimization

Your sales staff wears many hats from project management, account management, prospecting, and clerical duties. Optimize your resources by letting us be the new business hunters so your highly trained sales staff can focus on doing what they do best—closing the new business opportunities and growing the accounts while managing your current client base.

Follow Through Until Resolution

Once new qualified sales opportunities have been identified, Athena coordinates sales appointments, assists your sales team with reporting follow-up of each active sales opportunity, and provides monthly status updates on all leads as they move through the sales cycle. We continue to provide marketing touches at planned intervals until the lead converts or revokes permissions.

Results Driven

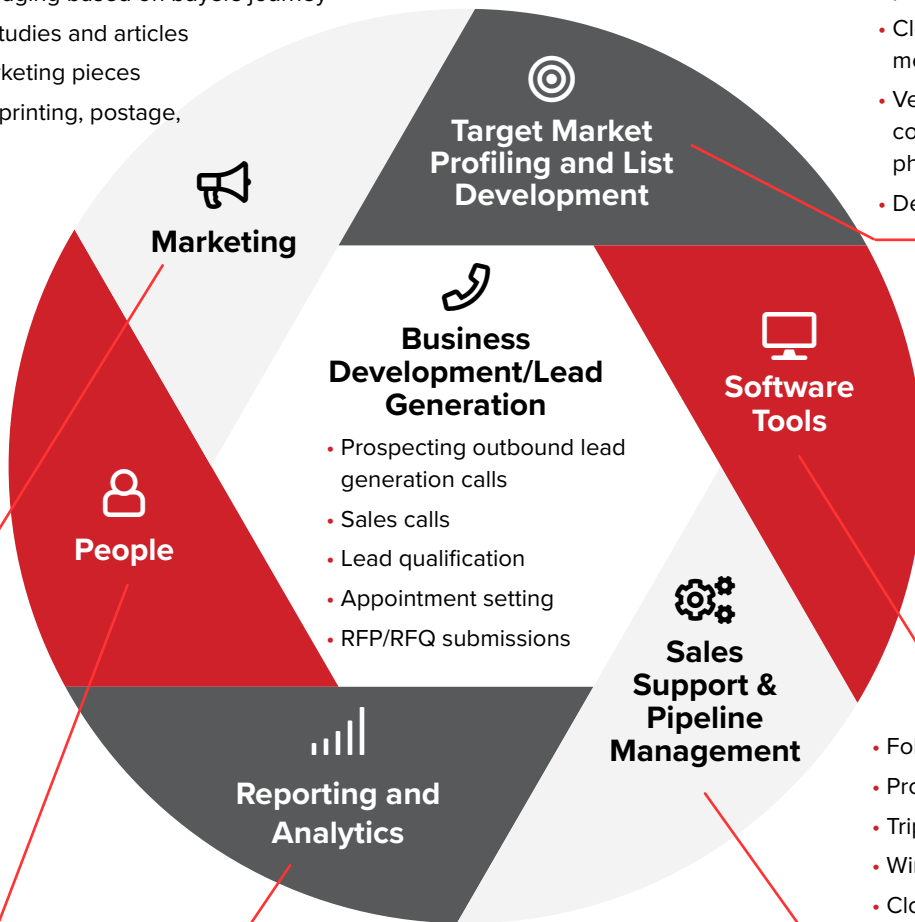
Our process is proven to bring results. You can experience significant increases in qualified leads and pipeline revenue, enjoy greater industry awareness of your brand, and receive market intelligence relative to decision makers and key influencers.

The Total Solution

- Inbound marketing
- Website design, SEO, inbound lead generation
- Targeted content messaging based on buyers journey
- Sales collateral, case studies and articles
- Graphic design for marketing pieces
- Selective direct mail – printing, postage, and mailing
- Marketing emails, enewsletters, follow-up emails
- eBooks
- Script development
- Webinar support
- Pre- and post-trade show support
- Social media
- Landing pages

- Account manager
- Sales coordinator
- Inside sales/marketing associates
- Content consultant
- Graphics designer
- Research associates
- Management support

- Weekly, monthly, and quarterly activity and pipeline reports
- Last touch aging reports
- Process improvement reports
- Market intelligence reports
- Website visitor tracking



- Develop market profile
- Build lists using online and paid subscriptions
- Clean lists to ensure they meet the target profile
- Verify lists to ensure correct contact name, email, and phone number
- Determine buying process stages

- Pipedrive customer relationship management (CRM) software
- Third-party marketing automation tool
- Market research tools
- Voice recording software
- Website visitor tracking

- Follow up with RFQ/quotes
- Provide accountability
- Trip planning
- Win/loss accounting
- Closure probability
- Prospect nurturing
- Sales administration support

A simple monthly fee is customized toward your specific sales goals, which are laid out over a 12-24 month time frame.*

*You have the ability to cancel, with a 60-day written notice, at any time.



Your Team

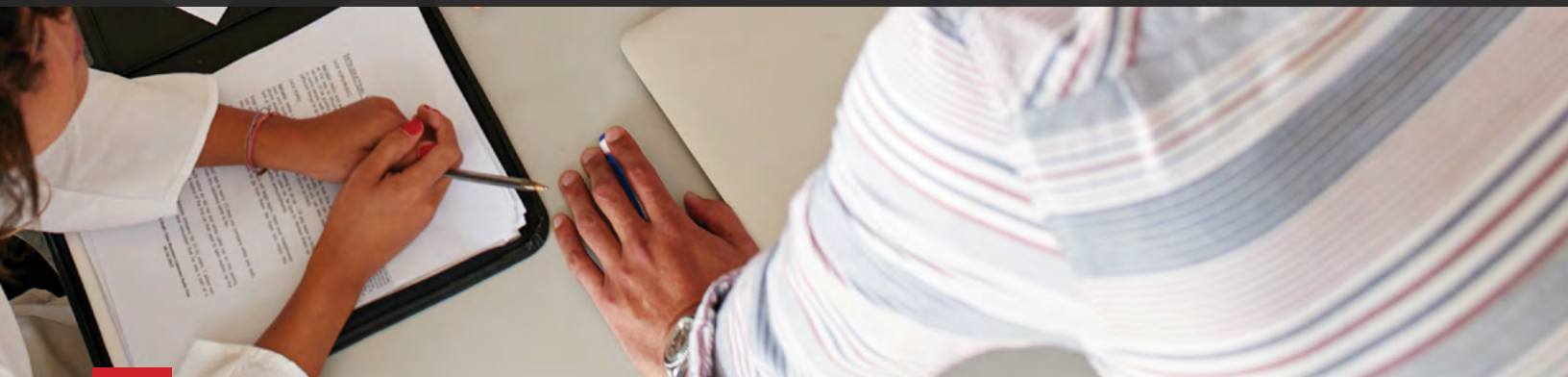
Your dedicated team includes the following members:

- **Account manager** – for tactical day-to-day program management; implementation and scheduling; and high-level strategic guidance of your program, including process improvement implementation, CRM best practices and support, target profiling, sales process and situational consultancy, and development of annual workshops
- **Sales coordinator and marketing associate** – for execution of outbound call/email, management of active sales cycle activities from first appointment through win/loss feedback, and assisting with the administrative implementation of day-to-day marketing activities
- **Marketing content consultant and graphic designer** – to develop targeted messaging and provide professional marketing materials
- **Research associates** – to verify and cleanse contact information for target market lists
- **Web and inbound marketing specialists** – to create best-practice websites and inbound marketing programs
- **Senior management** – to provide industry consultation and process model expertise as required



You want to feel that an outsourced service is part of your company. You want to feel like they have passion, are acting in your best interest, and they care as much about your company and your product as you do. I have received that from the top down at Athena.

- Marc Fiore, President, Mindex



Why People Partner With Us

The Athena total solution includes everything you need to start seeing a consistent flow of qualified leads fill your pipeline. Our customers, who prior to working with us were struggling to effectively increase sales, have benefited from our holistic infrastructure model.

Our customers come to us for a number of reasons, but we have consistently found that those who benefit most from our total solution are experiencing one or more of the following issues:

1. Level to minimal YTY sales growth due to ineffectiveness to increase market share (new accounts)
2. Sales teams that consist of good “farmers” or account management mentality but have very little capabilities, resources, and process structure to “hunt” new business consistently to keep the pipeline filled
3. Diminishing customer share and/or slowly eroding margins within current customer accounts
4. 80% of their annual revenue is tied to 20% of their customer base, which drives a need to diversify their client portfolio
5. A need, driven by the economy, to look at their sales and marketing structures in a different way based upon the above-mentioned realities
6. Marketing and sales infrastructure lacks a defined process to attract new business, lack of clarity specific to win/loss situations, and difficulty improving sales conversion rates



The appeal to start with was that it was something that was outsourced and not necessarily a long term-commitment, but it has turned into a long-term commitment because we have found value in it. It has given us a lot more ways to reach potential customers.

- Jon Connole, Sales and Marketing Manager, Port Erie Plastics

Like What You've Read?

All it takes is a phone call to finally have the front-end sales support and infrastructure you need to see your revenue grow.

Are ready to:

- Receive truly qualified sales-ready leads
- Improve sales rep productivity
- Increase market awareness for your company, product, or service
- Experience revenue growth

For an overview of our process model (in-person or webcast), contact:

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Athena SWC has what it takes to work efficiently to produce results, but you've got to be in it for the long haul. If you make the commitment, it's going to take time. It's not a one- to two-year program."

– Larry Hudson, Vice President, Sales and Marketing, Jamestown Container Companies



Athena SWC LLC

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