

Scope of Services	Athena 1.0 Inbound	Athena 2.0 Integrated In/Outbound	SEO competition	Athena's Value
SEO Inbound Targeting				
Optimize website	✓	✓	✓	<ul style="list-style-type: none"> • Increase qualified lead opportunities by generating and qualifying SEO submissions that will lead to new sales while improving sales conversion rates and compressing sales cycles.
Follow up on inbound submissions	✓	✓		<ul style="list-style-type: none"> • Eliminate the need and cost of hiring and managing web developers, research analysts, etc.
Outbound Targeting				
Prospect list development		✓		<ul style="list-style-type: none"> • Increase the targeted contact hit rate probability and improve subsequent next step conversion rates by focusing on a researched/vetted target list to generate qualified leads that convert to new sales.
Outbound calls, emails		✓		<ul style="list-style-type: none"> • Improves sales rep productivity by allowing them to focus on selling and not cold calling and administrative tasks. • Mitigate the risk of employee burnout from calling and rising associated employment costs.
Monthly Email Touch/Nurture Process				
Follow up with email opens, clicks		✓		<ul style="list-style-type: none"> • Increase market awareness and lead opportunities by educating and consistently connecting with the market to increase the market's knowledge of your company's products/services and value that lead to new sales.
Stay connected with future interest		✓		<ul style="list-style-type: none"> • Keeps prospects warm, reduces time to convert prospects into opportunities (compressing sales cycles & reducing missed opportunities for revenue).
Sales Coordination				
Internal prospect quote follow up		✓		<ul style="list-style-type: none"> • Increase sales closures and compress sales cycles by mitigating the risk of losing quote/proposal opportunities due to the lack of consistent and timely follow-up that contributes to the subsequent aging and loss of the quote/proposal.
Existing customer follow up	✓	✓		<ul style="list-style-type: none"> • Improving sales rep performance and productivity and increase revenue share within existing customer base.
Sales Pipeline Management				
Review sales funnel	✓	✓		<ul style="list-style-type: none"> • Increase new sales by mitigating aging of opportunities, reducing lost sales, and increasing the percentage of winning customer relationship. • Improve sales rep productivity by establishing a system of accountability.
Partnership Meetings				
Collaborate to process improve		✓		<ul style="list-style-type: none"> • Improve sales infrastructure (people, process, and technology) to increase revenue growth and ROI.
Workshops		✓		
Non-Compete				
Target market exclusive to you only		✓		<ul style="list-style-type: none"> • Prevent your competitors from engaging in the same process targeting the same markets; increase the percentage of winning the customer relationship.