

# SUCCESS STORIES



## INDUSTRY CASE STUDY Employee Benefits Programs and Healthcare Insurance

### CLIENT PROFILE:

Large independent healthcare consultant in Upstate New York. They provide customized employee benefit solutions for small, mid-sized and large businesses.

### CHALLENGE:

It's critical to generate new accounts and grow your book of business in the highly competitive insurance/benefits industry. Athena's client was experiencing limited brand recognition within the Rochester, Syracuse, and New York City marketplace. This lack of awareness was negatively impacting their ability to generate new account opportunities. Traditional advertising in local business journals and a focus on customer based seminars was not creating the desired new business development activity.

The firm was looking for a measurable process that would increase buyer awareness and education, and clearly define their value proposition to key decision makers and centers of influence. Benefits consultants, who are viewed as subject matter experts, did not have the time to perform prospecting activity, as they needed to focus on servicing current clients and addressing new active sales opportunities.

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## Benefits Provider sees immediate sales throughput return which includes 60 day sales cycles

The firm partnered with Athena SWC, a company that is experienced in marketing value-add solutions and that provides a proven process that increases sales team productivity.

Athena developed a comprehensive marketing campaign that utilized educationally based webcasts and seminars as a platform to increase market awareness, build relationships with potential customers, and move qualified opportunities along at an increased rate to compress the average sales cycle.

Athena executed their Synchronized Relationship Acquisition and Management Process (RAMP) to generate prospect attendance to events, and followed up to qualify leads to schedule individual analysis meetings.



*"It made a lot of sense to go with Athena; they gave us a better opportunity to close deals. It is very hard to link advertising back to ROI, with Athena everything's quantifiable. We can directly correlate ROI based on appointments they've set for us, to deals that we've closed,"*

- Benefits Consultant

In addition to booking events and meetings with qualified leads, prospects that were not ready to engage in a webcast, but expressed significant interest in future contact were entered into Athena's Nurture process. The Nurture process provides permission based touches with key decision makers and centers of influence, with educationally based materials that assist the potential buyers during their evaluation and decision making process.

Within three months of the campaign's inception, **Athena's client solidified a \$22,000 annual deal, with a three to five year average customer lifecycle, valued between \$66,000 and \$110,000.** The process methodology enabled an average six to twelve month sales cycle to be compressed to less than 60 days. In addition, Athena's Nurture process resulted in an additional client within 10 months after the campaign, with an annual contract of \$25,000 and a three to five year customer lifecycle value between \$75,000 and \$150,000.

In all, Athena's RAMP process generated 15 individual analysis meetings resulting in the addition of over \$675,000 to the company's sales pipeline, and added 45 Future Interest prospects to the company's marketing lead pipeline.

*"Athena put together a comprehensive marketing strategy for our group and has done a very good job of helping us engage with new qualified prospects." Benefits Consultant said, "With these new potential revenue opportunities in front of us, I don't see how we could move forward without using Athena. We plan to integrate Athena's services into our long term sales and marketing strategy"*