

SUCCESS STORIES



INDUSTRY CASE STUDY

IT services for Medical Practices and Healthcare Environments

CLIENT PROFILE: CoreIP Systems is a managed technology service provider serving small and mid sized medical practices and healthcare environments. They manage computer network support operation, backup and disaster recovery and IP telephony communication systems.

BUSINESS SITUATION: Many small businesses like CoreIP lack the marketing and sales infrastructure and the focus necessary to keep their sales pipeline filled with a steady stream of highly qualified prospect opportunities. As a result, they experience a higher cost of sales and lengthy sales cycles that significantly impact sales rep productivity, as well as the company's ability to increase and sustain steady revenue growth and cash flow.

SOLUTION: CoreIP engaged Athena SWC as a business partner to execute specific marketing and sales activities utilizing Athena's synchronized RAMP process, that allowed CoreIP sales reps to focus on what they do best and what they like to do – sell the company's products and services.

BENEFITS:

- A steady stream of qualified sales opportunities for the company's sales team
- Increased sales rep productivity (more business development face-time)
- Increased sales and cash flow
- Market intelligence (prospect, industry, competition)
- Market (prospect) awareness
- Measurable bottom-line results
- Educating and developing relationships with targeted prospects
- Industry messaging and packaging

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CoreIP loads sales pipeline, improves industry packaging teaming with Athena SWC

CoreIP Systems partnered with Athena SWC, a business improvement consulting firm with experience marketing complex technology products to the healthcare industry. Athena had a proven methodology and infrastructure that generated a highly desirable amount of qualified leads within a 45-60 day period. This allowed CoreIP's sales team to focus their efforts on selling, rather than prospecting and sales administrative activities; thus significantly increasing their potential productivity.

Athena created a campaign focused on small to mid sized medical practices and hospitals, targeting various metro areas in the Northeast region. The campaign utilized educational webcasts to provide prospects with an understanding of how backup and disaster recovery solutions could establish the required compliance and reduce their risk of losing critical patient data.

In addition, Athena assisted CoreIP in developing highly targeted messaging and industry packaging specific to medical practices. The messaging was extremely important in educating contacts about how the technology would ensure compliance with HIPAA requirements and provide 100% reliability of patient data security in their healthcare environments.

Athena SWC executed their Synchronized Relationship Acquisition and Management Program (RAMP) to qualify prospects, gather market intelligence, and generate attendance to CoreIP's educationally based medical webcasts. After the webcasts, Athena followed up with attendees to assess their level of interest and re-qualify the prospects. Athena then scheduled initial office meetings between CoreIP's sales team and prospects who were ready to engage into active sales cycles.

Prospects who were not ready to engage, but expressed significant interest in CoreIP's solution were placed into Athena's nurture program. The nurturing process provides permission based touches with key decision makers and centers of influence, in a format that the prospect prefers, with educationally based materials that help the contact to better understand how the technology will benefit their healthcare environment.

Within 45 days of the campaign's inception, CoreIP saw an immediate flow of qualified opportunities. **Athena filled CoreIP's sales pipeline with \$200,000 in potential revenue.**

Mr. Beecher added *"Athena SWC has built an extension of our sales force, that allows us to quickly and efficiently crack new industries and geographic regions. We will continue to use Athena as a part of our process for the foreseeable future."*

"Athena provided cost effective outsourced services. Their process put highly qualified leads in front of our sales representatives at the right times and improved the productivity of our sales team."

Michael Beecher,
President, CoreIP Systems