

# SUCCESS STORIES



## INDUSTRY CASE STUDY

Customized Training Solutions for Medical Device Manufacturers

### CLIENT PROFILE:

Novatek Communications is a technical documentation and training company. They create customized manuals and training programs for medical and technology companies.

### BUSINESS SITUATION:

Novatek was looking for a way to dramatically expand their eLearning business. They had developed a strong team for this line of business around existing clientele and needed new opportunities to increase revenue to support the infrastructure they had built.

To quickly and effectively utilize their capacity, Novatek needed new business fast. Not having the necessary sales leads to support the eLearning side of their business would cause significant layoffs, put staff morale at risk, and break up an experienced team. Lengthy sales cycles (six to nine months) presented a major challenge.

Novatek had exhausted their available prospects in the local market and needed to search for prospects elsewhere. They needed to quickly get to the market and thus needed to engage with qualified prospects interested in eLearning projects.

Novatek engaged Athena to outsource the lead generation and lead management process.

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## Novatek Creates Ideal Client Profile and Enters New Geographic Markets, Partnering with Athena SWC

Novatek teamed with Athena SWC to develop a program aimed at generating new business for their eLearning product offering. Athena's Synchronized Relationship Acquisition and Management Process (RAMP) provided the means to quickly generate qualified sales opportunities that would compress Novatek's sales cycles; both of which were important to Novatek, given their undesirable overhead situation and long sales cycles (six to nine months).

Athena analyzed and segmented the market, identifying the best potential prospects for eLearning solutions. They worked with Novatek to define the ideal client profile and buying criteria for the eLearning offer. They targeted key influencers and decision makers by geographic regions, and worked together to create an educational webcast offer as the first step in the eLearning sales cycle.

The RAMP campaign focused on getting Novatek in front of training managers and other key decision makers at mid to large sized medical device manufacturers.

Within six months of launching the campaign, Novatek finalized an eLearning project with a one year value of \$105,000. The RAMP campaigns increased awareness among key decision makers in the target markets, provided intelligence relative to targeted eLearning prospects; further clarified buyer preferences and identified the most desirable prospect business size. Additionally, Novatek filled their sales pipeline with \$37,500 in quoted new business, while compressing long sales cycles.

***“Novatek has met with eight new companies and expanded our geographic reach across the country. Before campaign launch, the team at Athena took special care to understand our business, target market and sales process.”***

**Amy Castronova, President,  
Novatek Communications**

Amy Castronova, Novatek's president and CEO said *“since engaging Athena one year ago, Novatek has met with eight new companies and expanded our geographic reach across the country. Before campaign launch, the team at Athena took special care to understand our business, target market and sales process. They quickly adapted and were incredibly diligent, professional and amazingly responsive. The value they bring has made them a critical component to our sales process.”*

**Since this campaign, Novatek has continued to partner with Athena to target new business opportunities and as a permanent extension of their sales process.**

### Customer Benefits

- **Within six months, Novatek finalized a project with a one year value of \$105,000**
- **Increased market awareness relative to Novatek's eLearning offer**
- **Extracted market intelligence relative to decision makers and key influencers, and their buying criteria**
- **Improved sales rep productivity by allowing highly trained sales staff to focus solely on closing qualified new business opportunities**
- **Created industry messaging specific to needs and offer for the medical device market**