



Your Decisive Competitive Edge.

## Synchronized Relationship Acquisition and Management Process™

**Synchronized Relationship Acquisition and Management™ (RAMP-UP)** is a practical and financially sound solution that is aimed at increasing new revenue opportunities by helping companies acquire a constant stream of relationships with potential customers and centers of influence (qualified leads), while improving sales productivity, market intelligence and market/prospect awareness for the companies products/services. Our synchronized process is repeatable and measurable divided into two core relationship – centric stages:

1. **Relationship Acquisition** (*lead development and qualification*)
2. **Relationship Management** (*prospect nurturing and intelligence feedback*)

**Relationship Acquisition** is designed to generate higher volumes of qualified leads (opportunity flow), while building in-depth prospect/customer insight, and creating greater market awareness of your products/services, all without adding to operating expenses (using your current staff resources). We accomplish this by understanding the marketplace needs; profiling, focusing and engaging with the best possible prospects; and assessing their level of interest.

**Relationship Management** is designed to promote relationships and to convert the qualified leads into an active sales cycle (sales appointments). This process includes our differentiated and permission-based Nurture program that is designed to establish a regular (and meaningful) point of contact with buyers, decision makers and centers of influence that grant us permission to contact them. Our program utilizes automated and targeted communications and techniques to provide information about your company, products or services that is relevant to the prospects' specific need or business environment. Each qualified lead is nurtured until they are ready to engage with an active sales cycle.

Synchronized RAMP-UP™ produces consistent qualitative and quantitative feedback, through the enablement of IT analysis tools on your businesses key performance indicators, that provides management with both the desired market information that can be used to monitor and evaluate results, and the ability to measure a return on their marketing investment.

Athena provides a solution delivery model that is priced and built specifically for all types of business environments. Whether you have a marketing department, sales force, or own a business and perform multiple roles, our solution addresses all market needs and the application of your marketing and sales resources. Delivery models include: **On-Demand and Outsourced Campaigns, Test Trial Programs, Internal Implementations and Training, Contingent and Non-Contingent pricing, Custom Design and Development Campaigns.**

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