



## **Athena Expands Service Offering: RFQ/Active Sales Cycle Support**

Athena's outsourced infrastructure services model provides an opportunity to work closely with each of our Customers to understand how they execute their sales process activities, from initial contact to securing new business.

Through each Customer experience, we have gained a better understanding regarding their sales process related challenges including:

- The knowledge their targeted prospects require so they can move to the next stage or step in the sales process.
- The literature and tools that are most effective in compelling a prospect to continue through the buying process.
- The length of time prospects need at each stage of the sales process (i. e. evaluating a prototype).
- The conversion rates or percentage of prospects that move from one stage or step of the sales process to the next.
- The administrative requirements and activities that burden sales leaders and that ultimately contribute to the company's failure to consistently achieve sales quotas.
- The lack of information and visibility that sales managers require to pro-actively manage, control, and continuously improve sales execution and results.

We have experienced as well as received feedback from a significant number of our Customers that they are continually challenged in many of the above areas. As a result, and consistent with our strategic intent to continually develop new capabilities to deliver value to our Customers, we are expanding our service offering.

We have developed several new services and launched new reporting tools after successfully testing them with selected Customers. In addition, we reorganized our staff to align with our new services and delivery model to provide for more focused execution and frequent touch with Customers.

# Athena RFQ/Active Sales Cycle Support Services Overview

## Athena's new services are aimed at:

- Improving the productivity of Customer sales rep and subject matter experts, such as sales and design engineers, by relieving them of sales administrative tasks.
- Improving sales leadership effectiveness and ultimately company sales closure results by helping sales leadership identify patterns and indicators of success or failure. These patterns are discovered by gaining better visibility on:
  - Pipeline activity, lead dispositions, and related revenue values
  - Sales rep activities, sales lead quality, and sales performance measurements
  - Bottlenecks and challenges within the stages or phases of their sales process.
- Providing more relevant content to educate prospect buyers and strengthen the market's awareness of the Customer.

## Services Capabilities include:

### Sales Appointment Coordination Services

Services designed to assist Customer sales reps in reporting their follow-up of each Active Sales Cycle lead opportunity, including the status of the opportunity and the next step in the sales process.

### Monthly Review Services with Customer Sales Management

A monthly accountability review of each Active Sales Cycle lead opportunity with the Customer's sales leadership and sales team, to identify the status of the next steps of the sales process and the related revenue, probability of closure and projected closure time-line.

### Sales Hotline Services for Customer Sales Reps

A telephone hotline available to Customer sales reps to report the progress of Active Sales Cycle lead opportunities. Athena posts the reported information to the Customer's Active Sales Cycle opportunity database.

### Active Sales Cycle Opportunity Reporting

Includes ranking the probability of winning, and quantifying the potential revenue value of each lead opportunity in the Customer's Active Sales Cycle.

### Last Touch Aging Report

Reports the age of the lead and the type of the most recent touch (2-way interaction such as phone call, meeting, network event) that the Customer executed with the prospect.



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