

# Athena New Business Development Process Overview for Machine, Tooling and Equipment Manufacturers

Athena SWC provides an outsourced infrastructure model that focuses on demand generation, lead management, marketing and sales support process services. We have designed a highly customizable, repeatable and measurable (ROI-based) marketing process, specifically for complex selling environments, called Relationship Acquisition and Management Process (RAMP).

## Our Expertise

Our expertise focuses on helping machine, tooling, and equipment manufacturers generate a consistent flow of highly qualified, sales-ready opportunities who meet their growth criteria. By doing so, we improve sales rep productivity, compress sales cycles and help develop, manage and nurture future sales relationships. This process also increases market intelligence and awareness for your company and its products and services. We have experience with companies that manufacture the following:

- ✓ Grinding Wheels, Abrasive, Welding and Cutting Tools
- ✓ Material Handling, Business Machines, Medical and Industrial Equipment
- ✓ Plastic Extrusion and Injection Molding Machines
- ✓ Mechanized Laser, Plasma, and Water Jet Cutting Machines, Welding Positioners and Gas Apparatus
- ✓ Custom Test, Assembly, and Packaging Automation Systems
- ✓ Measurement, Monitoring, and Process Controls

## Markets Served

Our experience with developing new business for equipment manufacturers includes these market segments:

- ✓ Aerospace
- ✓ Energy, Oil, and Gas
- ✓ Automotive
- ✓ Medical, Healthcare, and Pharmaceutical
- ✓ Metal Service Centers/ Cutting Tools
- ✓ Contract Metal Machining
- ✓ Foundries and Steel Processing Mills

## Our Competitive Advantage

Our true decisive competitive edge is in our ability to quantify your marketing investments and track those activities back to bottom line sales return.

Typically, companies find themselves engaging in our services because they are looking for a low risk vehicle to quickly test and/or launch into new markets, obtain intelligence to better understand demand, and generate sales results without making large investments in operating overhead.

## Key Sales Issues Identified

The following represents consistent issues we have identified within the machine, tooling, and equipment manufacturing sales environments that drive a need for Athena's services and process model:

1. Level to minimal YTY sales growth due to ineffectiveness to increase market share (new accounts)
2. Sales teams consists of good "farmers" or account management mentality, but very little capabilities, resources, and process structure to "hunt" new business consistently to keep the pipeline filled
3. Diminishing customer share and/or slowly eroding margins within current customer accounts
4. 80% of annual revenue is tied to 20% of the customer based, driving a need to diversify client portfolio
5. Economy is driving these entities to look at their sales and marketing structures in a different way based upon the above mentioned realities

If any of the above represents your current reality as it relates to growing new sales opportunities, please contact us to discuss how our process model and methodology can assist your growth initiatives.

Contact us to learn more: [info@athenaswc.com](mailto:info@athenaswc.com)