

## Athena New Business Development Process Overview for Contract Thermal Cooling And Heat Transfer Systems 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 called Relationship Acquisition and Management Process (RAMP).

### Our Expertise

Our expertise is focused on helping contract thermal cooling and heat transfer systems manufacturers that have complex selling environments generate high volumes of qualified leads; improve sales rep productivity and compress sales cycles; develop, manage, and nurture relationships until they are ready to engage in an active sales cycle; and increase market intelligence and awareness in the market for your company and your products/services. We have experience with companies that custom manufacture the following:

- ✓ Heat Exchangers/Sinks, Heat Transfer Systems, Micro-Folded/Channel Fin Cold Plates, Liquid Cold Plates
- ✓ Complex Electro Mechanical Assemblies, Box Builds and Enclosures

### Markets Served

- ✓ Aerospace/Defense and Military
- ✓ Medical Device and Healthcare Equipment products
- ✓ Consumer Goods, Retail, Building/Construction and Agricultural products
- ✓ Automotive, Power Generation, Rail and Transportation
- ✓ Telecom and Electronics
- ✓ Oil and Gas, Values, Fluid Control Instrumentation and Measurement applications
- ✓ Solar and Alternative Energy
- ✓ HVAC, Machine Automation, Material Handling, and Industrial Equipment

### 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 contract thermal cooling and heat transfer systems 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)