

## Success Story: CoreIP Loads Sales Pipeline and Improves Industry Packaging by Teaming With Athena SWC



### Client Profile

CoreIP Systems is a managed technology service provider that serves small- and mid-sized medical practices and healthcare environments. The company manages computer network support operation, backup and disaster recovery, and IP telephony communication systems.

### Business Situation

Many small businesses, like CoreIP, lack the marketing and sales infrastructure as well as the focus necessary to keep their sales pipeline filled with a steady stream of highly qualified prospect opportunities. As a result, they experience a higher cost of sales and lengthy sales cycles that significantly impact sales rep productivity as well as the company's ability to increase and sustain steady revenue growth and cash flow.

CoreIP engaged Athena SWC, a business improvement consulting firm with experience marketing complex technology products to the healthcare industry. Athenas role was to execute specific marketing and sales activities using its synchronized Relationship Acquisition and Management Process (RAMP). This allowed CoreIP sales reps to focus on what they do best and what they like to do – sell the company's products and services.



*Athena provided cost effective outsourced services. Their process put highly qualified leads in front of our sales representatives at the right times and improved the productivity of our sales team."*

*– Michael Beecher, President*

### A Focused Approach

CoreIP Systems partnered with Athena because Athena had a proven methodology and infrastructure, which allowed CoreIP's sales team to focus their efforts on selling, rather than prospecting and sales administrative activities; thus, significantly increasing their potential productivity.

Athena created a campaign focused on small to mid sized medical practices and hospitals, which targeted various metro areas in the Northeast region. The campaign used educational webcasts to provide prospects with an understanding of how backup and disaster recovery solutions could establish the required compliance and reduce their risk of losing critical patient data.

*Continued on page 2*

*Continued from page 1*

### Getting Started

Athena assisted CoreIP in developing highly targeted messaging and industry packaging specific to medical practices. The messaging was extremely important in educating contacts about how the technology would ensure compliance with HIPAA requirements and provide 100% reliability of patient data security in their healthcare environments.

Athena SWC executed its Synchronized Relationship Acquisition and Management Program (RAMP) to qualify prospects, gather market intelligence, and generate attendance to CoreIP's educationally based medical webcasts.

After the webcasts, Athena followed up with attendees to assess their level of interest and re-qualify the prospects. Athena then scheduled initial office meetings between CoreIP's sales team and prospects who were ready to engage into active sales cycles.

Prospects who were not ready to engage, but expressed significant interest in CoreIP's solution were placed into Athena's nurture program. The nurturing process provided permission-based touches with key decision makers and centers of influence in a format that the prospect preferred. The process used educational materials to help the contact better understand how the technology would benefit their healthcare environment.



*Athena SWC has built an extension of our sales force, that allows us to quickly and efficiently crack new industries and geographic regions. We will continue to use Athena as a part of our process for the foreseeable future."*

*– Michael Beecher, President*

### The Results

**Over  
\$200K**

**in the sales pipeline  
within 45 days**

**Increased  
Sales Rep  
Productivity**

**by relieving front-end  
sales burden**

**Increased  
Market  
Awareness**

**within targeted  
areas**

Within 45 days of the campaign's inception, CoreIP saw an immediate flow of qualified opportunities. Athena filled CoreIP's sales pipeline with **\$200,000** in potential revenue.