

Athena New Business Development Process Overview for Medical 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 is focused on helping medical equipment and medical device 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 custom manufacture the following:

- ✓ Class I and II Medical Devices and Equipment (OEM and contract manufacturing)
- ✓ Clinical Trial Pharmaceutical Drug Development, Analytical Testing, and Manufacturing
- ✓ Medical Packaging, Labeling and Fulfillment, and Private Label Manufacturing
- ✓ Medical Plastic Injection Molding, Rubber/Silicone Injection Molding and Blow Molding.
- ✓ Electronic Manufacturing Services for Medical Applications
- ✓ Sheet Metal Fabrication, Welding, CNC Machining, Turning, Milling, Forming and Finishing of Complex Medical Device Parts, Components and Assemblies

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 medical 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