

Success Story: GEMKO Information Group Fills Pipeline And Compresses Sales Cycle Using Athena's RAMP Marketing Process



Client Profile

GEMKO Information Group is a business solutions consulting firm based in Amherst, NY. GEMKO provides both IBM and Microsoft based IT software, hardware and service solutions to various cross industry environments.

Business Situation

It is difficult to gain new revenue opportunities in the document imaging marketplace. Products are not well known and document imaging is not something that is easily understood. Advertising is costly and typically does not work well because of the technical complexity of the system and the customer's need to understand the solution's applicability to the business environment.

GEMKO Information Group was looking for a way to increase demand and market awareness for its Filebound document imaging solution within specific vertical industry segments.

"The document imaging sales cycle is six months to a year. I need a lot in my pipeline; otherwise, I can't attain my sales goals," said Rick Jones, GEMKO's Senior Imaging Consultant.

Jones had limited resources to do his own prospecting, and most of his time was allocated to closing current sales opportunities and servicing the existing customer base.



Athena's program has increased attendance at our webinars, added highly qualified prospects to my pipeline, and compressed our sales cycle by over 50 percent. Overall, their program has given me more time to actually sell!"

– Rick Jones, GEMKO

Filling the Sales Pipeline

GEMKO partnered with Athena SWC to execute its synchronized Relationship Acquisition and Management Program (RAMP) to target customs brokers. Athena developed a comprehensive marketing program to increase demand and stabilize GEMKO's sales pipeline.

The marketing campaign used internet marketing, direct mail, and inside sales activity to qualify and educate prospects in the custom brokerage industry and encourage them to attend educational webcast events.

The marketing program helped to increase GEMKO's pipeline and

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gave Jones more time to devote to active sales cycles.

In addition, the synchronous touch process provided the appropriate education and awareness of GEMKO and their vertical industry solution within their desired target market.

Seeing Immediate Results

Within weeks, Athena put Jones in contact with a customs broker that had three locations nationwide. Four weeks after the program's launch, GEMKO closed a document imaging deal worth \$32,500 in total annual revenue.

"Athena has been a terrific value to our business. Their highly targeted and specialized program gave us more touches to prospects and provided a higher rate of success by speaking directly to the decision makers and centers of influence. Athena's program has increased attendance at our webinars, added highly qualified prospects to my pipeline and compressed our sales cycle by over 50 percent. Overall, their program has given me more time to actually sell," said Jones.



GEMKO started using Athena's RAMP Process as a 'test' program for Filebound in May of 2008. We've had great success with their process throughout the year and have engaged Athena to execute a variety of other marketing and sales related support services throughout 2009."

Over a three month period, GEMKO's pipeline grew to over \$180,000 in potential sales revenue.

The Results

**Over
\$32K**

**sale closed in
4 weeks**

**Over
\$180K**

**in the sales pipeline
in 3 months**

**Increased
Brand
Awareness**

**within targeted
markets**