

Success Story: Athena SWC's Proven Process Model Assists Serveron, a Qualitrol Company, to Reach New Sales Growth Initiatives



Client Profile

Serveron, a Qualitrol Company and independent subsidiary of Danaher, is a global leader in the electric utility and industrial markets for power transformer monitoring.

Business Situation

Upon being acquired by a larger organization, Serveron implemented a new growth plan to rapidly develop new business in the North American market. With a relatively small sales infrastructure and a primary focus on growing existing accounts, Serveron required the depth and support to quickly reach the targeted markets. They lacked the necessary resources and personnel to accomplish their aggressive new account sales growth goal internally.

In addition to the lack of internal resources, Serveron was interested in developing a structured, long-term sales and marketing process methodology that could quickly penetrate various market segments and, ultimately, focus on converting a steady flow of qualified opportunities for their sales team. The goal of this infrastructure model is to create an environment that would maximize sales rep productivity and focus on only the most qualified relationships for sales closure.



The economic impact has been positive. As a result of partnering with Athena SWC, Serveron has booked business from the initial leads that Athena generated. Our quoting activity has increased with new customers that provide long-term business opportunities."

– Steve Jennings, Vice President/General Manager

Working Together to Reach Goals

Serveron, a Qualitrol Company, partnered with Athena SWC, an outsourced provider of new business development process model and sales support services, to leverage Athena's synchronized Relationship Acquisition and Management Process (RAMP) and outsourced marketing support infrastructure. Under the direction of their parent company, Serveron chose Athena as its business development partner, based on its ability to quickly target new

audiences via multiple marketing mediums and its industry experience within complex, technical sales environments.

Serveron and Athena created a multi-faceted program that focused on increasing market share in the North American electric utility industry. As Serveron wanted deeper penetration in the market through new customer acquisition, it was imperative they worked closely with Athena to develop the necessary tools to increase awareness and ultimately solidify new, long-term relationships.

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Perfecting the Message

Athena's team worked closely with Serveron to develop the appropriate compelling messaging that would resonate with North American prospects in the electric utility marketplace. From direct mail pieces (letters, post cards, technical cut sheets) to e-mail messaging, Serveron and Athena collaborated to fine-tune the pieces to appropriately target specific industry needs and business pains for decision makers and key centers of influence.

Additionally, Athena worked with the Serveron sales team to develop an extensive sales call execution script, which provided the ability to extract viable market intelligence from prospects regarding purchasing needs.

Athena was now fully equipped to successfully implement a key part of their program— outbound sales call execution. Soon after the initial kick-off meeting, Athena scheduled multiple qualified webcasts demonstrations for the Serveron sales team.

Seeing Results

Within three months of the program's inception, Serveron's pipeline quickly filled with a number of request for quotations (RFQs) that ultimately resulted in closing multiple long-term product sales. Athena's holistic business development, marketing and sales support infrastructure offering allowed Serveron to accomplish their goal of increasing market share in North America and solidifying long term sales opportunities.

The experience with Athena's process prepared Serveron's highly trained sales staff with the appropriate tools to remain focused on the active selling process and closing relationships to grow and service their North American client base. They now have an economically feasible way to scale sales efforts by leveraging Athena's front-end sales infrastructure to sustain new opportunity development activities.

The Results



Increased market awareness

of Serveron's value proposition within targeted markets through multiple marketing mediums and prospect touch points



Increased sales reproductivity

and quoting activity by providing front-end sales infrastructure that continuously fed and supported the sales pipeline with qualified opportunities



Provided an outsourced process model and infrastructure

for speed to market and ability to scale regarding any future long-term sales growth initiatives



Provided technology tools to track, monitor and keep visibility

of hit rate metrics and return on investment estimates