



## Athena's Marketing and Sales Lead Pipeline Management Services

Athena's Marketing and Sales Lead Pipeline Management Services provide clients with outsourced resources on a monthly basis to drive both marketing leads and sales leads to the next step dispositions and assist with the management and reporting of active sales cycle opportunities.

Sales coordination, management and execution activities include:

- Monthly interface (via phone, conference call or web meeting) with sales team to organize, prioritize and execute follow up activities as it relates to moving active sales opportunities to the next step in sales process (i.e. schedule follow up meetings, request data from client/prospect needed to develop proposal, etc.)
- Monthly interface with sales consultant(s) to report pipeline updates regarding consultant tasks and activities for moving sales opportunities through the active sales cycle process
- Reporting of activities, due dates and lead progress, leveraging Athena's Lead Management Portal Systems (LMP, Athena's web-based lead management reporting tool provided to the client for tracking and management purposes), to inside sales staff and/or administrative support resources that will enter sales opportunity updates into client's sales pipeline/customer relationship management (CRM) software system
- Monthly sales pipeline review sessions with sales team and inside sales staffer (either on-site at facility or via webex webcast) to review active prospects, distribute any new opportunities and receive any new opportunities, from sales consultants, requiring re-qualification and follow up activities to move leads through the sales process
- Provide sales pipeline updates in Athena's scorecard template to track monthly leads, progression of opportunities, sales pipeline revenue and closes
- Define, document and implement Lead Scoring Scale with client for all qualified opportunities developed as part of Athena's Sales Lead Pipeline Management services
- Manage and maintain scoring ranks for each qualified lead within Athena's LMP system

Athena's Sales Lead Opportunity Management process involves the role of executing the activities such as phone, email, letter follow-up with targeted prospects and/or client opportunities to qualify and move each lead into/through the active sales process. Lead dispositions are as follows:

- Initial office presentation meeting, conference call, webcast attendee, request for proposal (RFP)/request for quote (RFQ) - first step(s) in the client's sales cycle
- Permission-based Nurture/Future Interest - prospect is a decision maker or key influencer who has been qualified as to need, but is not ready to buy because they either do not know the client or client offer, or the timing is not right
- Interested prospect (Work-In-Progress) - prospect has expressed an interest but has not provided clear feedback regarding their need, timing, budget to spend, and requires further qualification follow up for conversion
- Not interested - cease contact
- Open - no disposition resolution (requires further follow up to close disposition)
- Score each qualified lead and select appropriate disposition according to lead scoring criteria



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