

FACTUR MISSION

Factur's sole purpose is to find customers and grow revenue for suppliers in the industrial manufacturing industry.

WHAT IS EMAIL PROSPECTOR?

Our Lead Generation service is a turnkey, bolt-on service to your existing sales team. We bring our database, technology, people & expertise to turbocharge your customer prospecting. Grow revenue, diversify customer base, increase profitability & take control of your business.



Lead-Gen



Sales

HOW DOES IT WORK?



RESEARCH TARGET ACCOUNTS

We take the time to learn about your ideal target industries and accounts. We have a data team whose primary focus is to use our world class database to research and identify target accounts and industries that would be interested in what your company has to offer.



CREATE CUSTOM MESSAGING

We have a copywriting team that creates custom messaging that is designed around your specific company and your targets. We use our tested and proven methods alongside your brand and values.



CONTACT DECISION MAKERS

We identify the Decision Makers based on the personas that are the best contacts for your company. We contact those Decision Makers with multiple touches on a consistent basis to ensure that they are familiar with your company and capabilities.



FILTER RESULTS

Our team filters out all of the email responses and initiates workflows according to what should happen next. Positive replies are sent to you to take a next step, negative replies are removed from the process, referrals and other requests are processed with the appropriate workflows.



FOLLOW UP

With those contacts who say that now is not the time or just don't respond, we place them into Follow Up workflows that reach back out to them on at least a quarterly basis. Once they are in a position to need your product or service, you are at the top of mind and they know who to look to for help.



HAND OFF

We pass leads off to your team for you to close and serve.

PEEK BEHIND THE CURTAIN

YOUR IDEAL CUSTOMER

Each customer has a unique type of prospect that they sell to, usually very niche. We're able to qualify based on surprisingly specific criteria. Industry sectors, company size, certifications required, production quantities, project / application type, part size, supplier pain and more. Some examples: Hermetically sealed connectors used in aerospace and defense components, surgical instrument sterilization cases, micro-hole drilling, pharmaceutical automation equipment, ultrasonic plastic welding automation equipment. Nothing is too niche!

ing inventory for?

- Fasteners
- Fittings
- Abrasives
- Cutting Tools
- PPE (face masks, gloves, hand sanitizer)
- Consumables (toilet paper, paper towels, shop rags)

Here's how we help you manage parts inventory and profit

- We provide you only what you need, keeping your
- We can build you a VMI – Vendor Managed Inventory
- We can create Kitting services, so everything you

are responsible for keeping your facility stocked

this week or next for a quick intro

YOUR BRAND

We mimic your email domain, signature, messaging & web links and utilize your other sales materials in our process. We work hard to not only appear to be a part of your brand but to actually act in sync with your team just like we were on staff. It's like bolting on a turbo-charged prospecting team to your business without having to figure out the data, training, hiring, technology, process & management.

ax-aionics.com <ccagle@ax-aionics.com>
Tuesday, May 26, 2020 9:52 AM
Daniel Padrão <daniel.padrao@solinftec.com>
Subject: Re: Need tooling & fixtures design help?

Hey Daniel,

Did you get my last email below?

If processes are working down as efficiently as you'd like

Let us know how we can help.

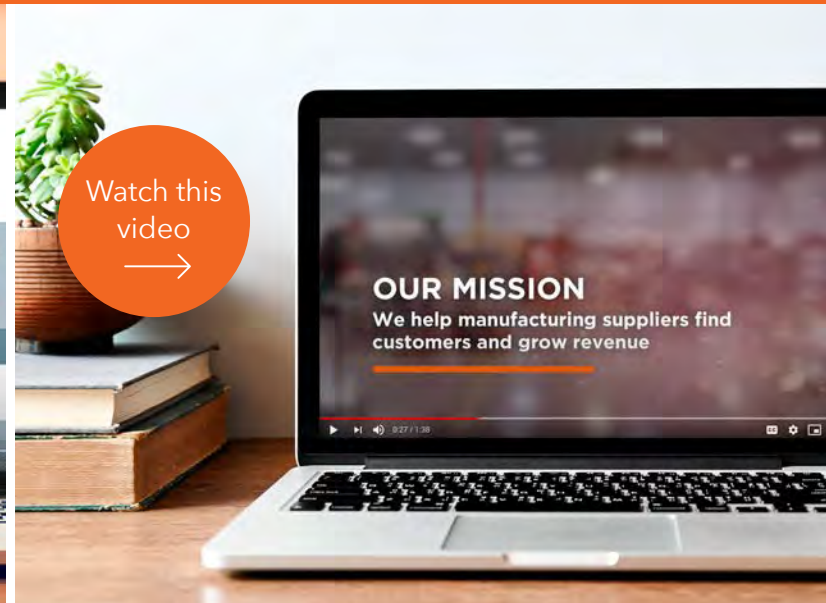
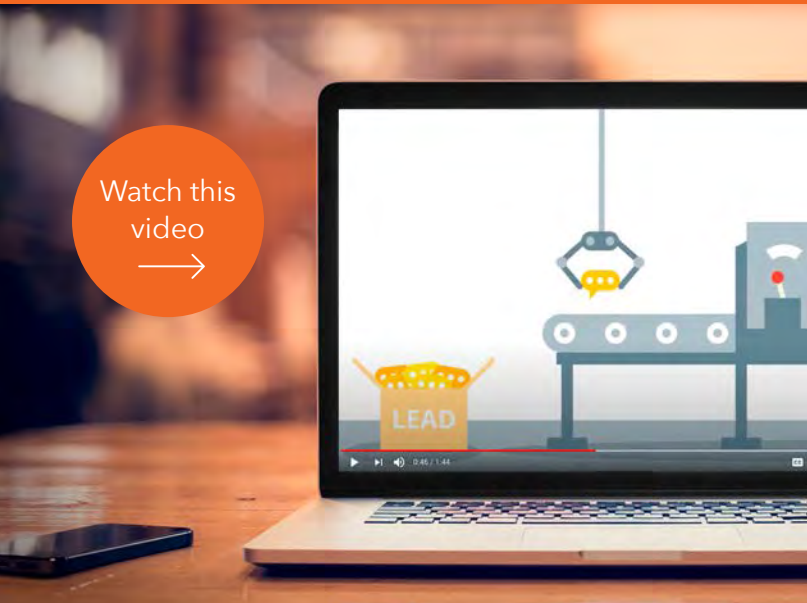
Claudia 'CJ' Cagle
Vice President of Operations

you're not involved in efficiencies in your

Watch this video ←

Watch this video →

HOW IT WORKS



"Factor's leads have been a Godsend, on my Salesforce dashboard they are by far my #1 lead source. They created a bunch of leads that turned into 24 real opportunities for us over 6 months or so."

JAY GARNER, HEAD OF US SALES & MARKETING, GT PLASTICS



"It has taken a load off my back at an affordable rate and provides better leads than I can come up with on my own...if you are looking for a service that's affordable, saves you a lot of time and provides leads I would go with Factor."

SHAWN PETTY, MANAGING PARTNER, DAC TECHNOLOGIES

EXAMPLES OF ACTUAL WINS



FAQs

Do you get compensated by commission?

We are a service based company with a fee structure that incentivises us to constantly find new customers for you. We have varying levels of service that are cheaper than hiring your own full time sales rep or independent rep. The commission "Rep" model is outdated and ineffective. It incentivizes the reps to create too-big customers and to stay wedged between you and the customer.

What makes you different from any other marketing company?

Factor is specifically for industrial mfg. We do not work outside of our industry. The name Factor is from the middle of the word manu-factor-ing. We've developed a complete database of US manufacturers and their decision makers. We have data engineers on staff that can drill down on VERY niche customer criteria and find every one of them out there. Our people understand the dynamics of industrial decision making and can qualify opportunities to make sure they're real & within your sweet spot.

Does email really work for contacting prospects?

Contacting people at the time of need is critical. Email engagement works with people who are in need. By 10x turbo charging email efforts, your name and company get in

front of more people in need. We've literally gotten positive responses from decision makers at all levels including Fortune 500 CEOs.

Are you a mfg representative firm?

We accomplish the same end result (sales) through a much more scalable platform but we are not a mfg rep firm. Reps typically have a few relationships with certain accounts that they milk to find opportunities for their principles, outside of those relationships they typically aren't scalable.

Who is Factor Prospecting NOT for?

- Companies with no affiliation to industrial mfg
- Companies who are not looking to grow
- Companies wanting to buy data for target prospects
- Companies looking for market exposure for new products

Who is Factor Prospecting FOR?

- Companies who know they want to grow but don't have the resources
- Companies who have tried hiring a in house rep or a mfg rep with nominal results
- Companies needing to diversify and scale the business

NEXT STEPS



Connect with our sales team



Complete the agreement & billing info



We have a two-hour video call to learn about your ideal customer, your business and our process



We hit the ground running & generate traction early!

GET STARTED



CHRIS COOPER
Business Development, Factor

(903) 283-8857
chris@bethefactor.com
bethefactor.com

[SCHEDULE A MEETING](#)



LEAD GENERATION AGREEMENT



We are excited to present an opportunity to work with you! Please review the details below and let us know if you have any questions or suggestions on the language presented.

POINTS OF CONTACT

Factur

Gabe Draper, Co-founder
gabe@bethethefactur.com
317-437-3411

571 Monon Blvd.
STE 200
Carmel, IN 46032

CLIENT: _____

CONTACT NAME & TITLE: _____

EMAIL & PHONE: _____

ADDRESS: _____

AGREEMENT

START DATE: _____

TERM: _____

AMOUNT:

BILLING FREQUENCY: _____

NET TERMS: _____

PAYMENT METHODS: _____

CANCELATION NOTICE: _____

Factor

AUTHORIZED SIGNATURE:

Gabe Draper, Co-founder

PRINTED NAME & TITLE:

DATE:

Client

AUTHORIZED SIGNATURE:

PRINTED NAME & TITLE:

DATE: