

FACTUR OUTSOURCED PROSPECTING



FACTUR MISSION

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

Our Outsourced Prospecting 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.

HOW DOES IT WORK?



IDENTIFY TARGET

Our proprietary database includes all US manufacturers. We're able to drill down to identify very specific niche customers.



CONTACT DECISION MAKERS

Our proprietary database includes over eight million industrial contacts, many of which we've already engaged with and understand their decision making influence. We use multiple touch points like calls, emails & texts to reach out to decision makers.



QUALIFY NEEDS & OPPORTUNITIES

We qualify opportunities based on your criteria including technical fit, volume, budget, timeframe, certifications & pain before we present an opportunity to you.



FOLLOW UP

Every prospect goes into one of our regular follow up processes. We're aggressive with hot short-term opportunities and methodical with consistent long term follow-up for every potential customer. Follow up until they buy or die!



HAND OFF

Once an opportunity is qualified, we pass it off to your team to close and serve. We hunt then get out of the way so you have a direct relationship with the customer.

PEEK BEHIND THE CURTAIN

CALL RECORDINGS



LISTEN



LISTEN

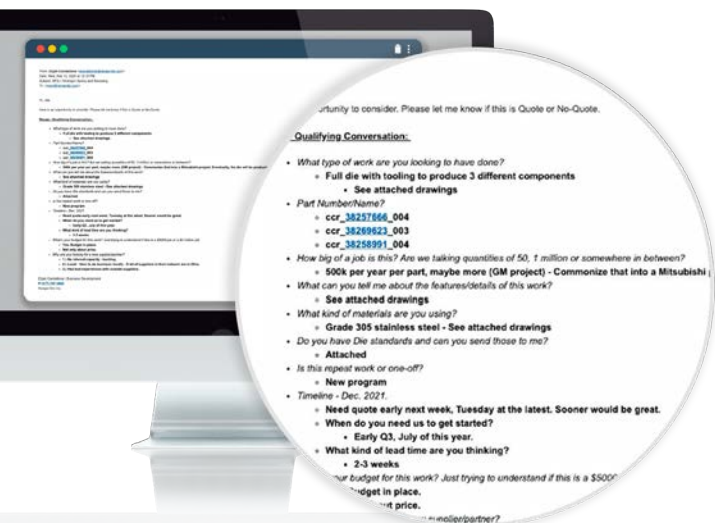


LISTEN



LISTEN

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!



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.



HOW IT WORKS

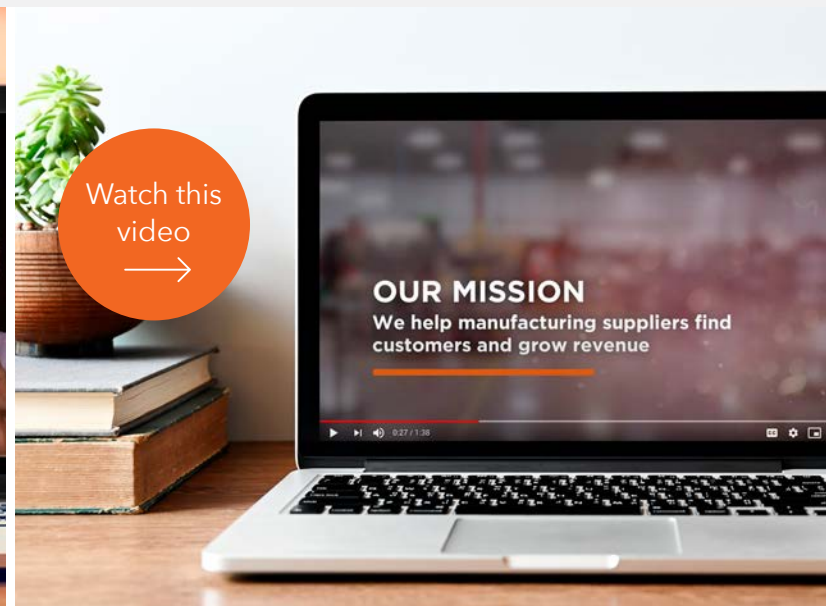


"I've engaged with Factor's Outsourced Prospecting service twice in the past few years. Both times Factor came up to speed quickly on our manufacturing services, we aligned on our target markets, our definition of a 'qualified' lead, and they hit the ground running.

Factor knows how to bring customers; they cast a wide net, identifying the decision makers at the manufacturing plants where we want to do business. They also help us stay top-of-mind with our ideal clients, who are not yet ready to buy, by sending periodic emails automatically from their system.

My experience—the return on investment has been exceptional. Factor consistently delivers 4-6 'qualified' leads every month in just six weeks after kick-off."

PETE KLEINHENZ, AMERICAN MICRO



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?

Factur is specifically for industrial mfg. We do not work outside of our industry. The name Factur is from the middle of the word manu-factur-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 Factur 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 Factur 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 come to your place & spend a day with you to go through all the details



We hit the ground running & generate traction early!

GET STARTED



CHRIS COOPER
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www.bethefactor.com

SCHEDULE A MEETING



OUTSOURCED PROSPECTING 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@bethefactor.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: