

# MANUFACTURING MORE OPPORTUNITIES

ESTABLISHED COMPANY FINDS NEW BUSINESS  
WITH OUTSOURCED PROSPECTING

Case Study Provided by Hanowah Corp, hanowah.com

## LET US WORK FOR YOU

Hanowah Corporation had the goal of scaling and diversifying. They enlisted Factor's Industrial Lead Generation service to find and win opportunities in their core industry, as well as others. Hear the results in their own words:

*“Factor expanded relationships within the beverage industry to clients that we didn't have time to pursue on our own.”*

*“Factor opened up the automotive industry to us. It was a new customer base, and has helped us diversify!”*

*“We were most impressed with the follow-ups! We didn't have to hire someone to do cold outreach, we relied on Factor for that and warm follow-ups! We really appreciate that process, both uncovering opportunities and saving us time pursuing the not-now's.”*

Benjamin Richards, Vice President at Hanowah Corp

SALES WON

**\$600K**

NEW  
CUSTOMERS

**4**

INCREASED BUSINESS

**30%**

OPPORTUNITIES QUOTED

**15**

**6 MONTHS INTO  
PARTNERSHIP**