



# MANUFACTURING MORE OPPORTUNITIES

INDUSTRIAL CAPITAL EQUIPMENT SUPPLIER FUELS  
GROWTH WITH FACTUR PROSPECTING

Case Study Provided by HYFLEX CORPORATION / [www.hyflexcorp.com](http://www.hyflexcorp.com)

## LET US WORK FOR YOU

Factor's process was more effective at capturing quality leads at a faster rate than what HyFlex would've been able to produce. Rather than having them invest their own time and resources into trying to perform a similar process, they engaged with us as a trusted partner.

Within the first 90 days of working with Factor, HyFlex received real opportunities and new customers. HyFlex doubled-down on working with Factor when they transitioned from their Lead Generation service to their Outsourced Prospecting offering, which HyFlex have since really benefited from. Having an outsourced Business Development Prospector saved time speaking to and qualifying initial leads, and Factor managed prospects to the point of an RFQ. HyFlex is a large company and does not have a well-documented sales program. Factor has done a great job hiring and managing talented people to help HyFlex locate projects that are a fit. (commentary from Allen Mills, HyFlex President)

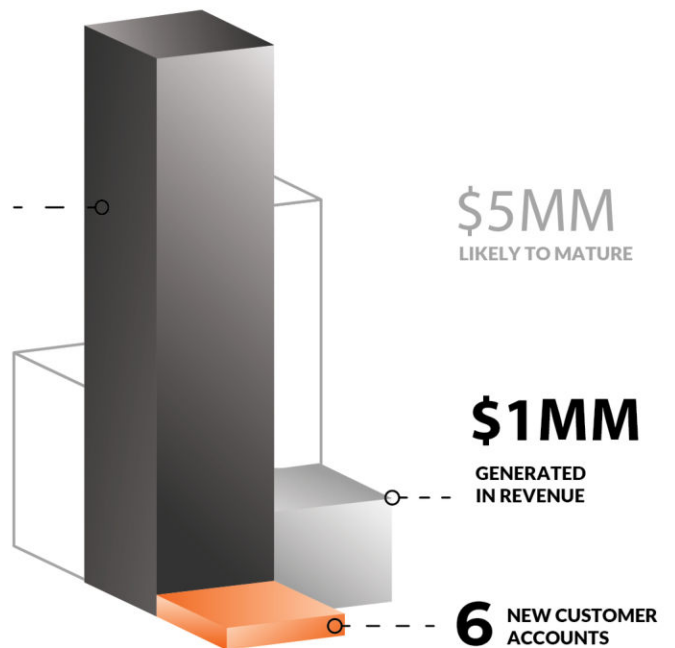
*"We like that Factor is hyper-focused on the manufacturing industry. Other marketing companies serve wide markets and don't know our industry as well, so Factor has done a good job on that."*



Allen Mills, President  
@ HyFlex Corporation

OVER  
**\$25MM**  
QUOTED

### 1 YEAR INTO PARTNERSHIP



*"Overall, our experience has been very positive. I would tell another owner that it is absolutely worth the investment, but I also would encourage them to really focus their team on building the process out and investing time and effort into it. Our team at times early in the process was not invested as we should have been and didn't see the results until we added focus and effort in the process. Defining and refining the search and customer type is key to success and has to come from your team."*