



DIVERSIFY AND GROW

INDUSTRIAL CAPITAL EQUIPMENT SUPPLIER FUELS
GROWTH WITH FACTUR PROSPECTING

Case Study Provided by Knight Energy Services / www.ke.services

LET US WORK FOR YOU

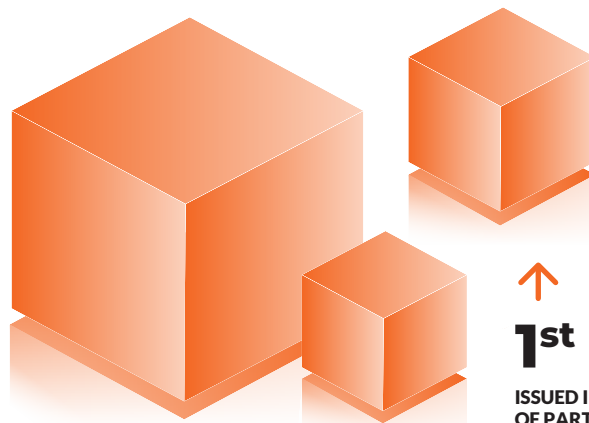
Knight Energy Services is one of the largest independent rental tool companies primarily serving the oil and gas industry in North America. They needed to diversify to avoid the "up and down" nature of that industry.

With underutilized manufacturing capabilities and capacity, they just needed the customers. They partnered with Factor to help fill the open capacity.

Factor offered their Outsourced Prospecting Service, leveraging their extensive yet refined database and industrial sales process to hunt for new customers across all industries for Knight. Here are the results!

6 MONTHS INTO PARTNERSHIP

↑
\$300K
AWARDED PO'S
FROM 4 CUSTOMERS



↑
30
QUOTED
OPPORTUNITIES

↑
1st PO
ISSUED IN MONTH 2
OF PARTNERSHIP

↑
39
LEADS

Cody Conover,
Director of Sales and Marketing
@ Knight Energy Services

*All awarded business
is outside Oil and Gas

“Through Factor, we’ve not only managed to add to our book of business, but one of our new clients was also seeking a strategic long-term relationship. This has given us an opportunity to win up to \$3M worth of business!”