

CASE STUDY

Capital Equipment Supplier Manufactures Millions in Opportunities Through Outsourced Business Development

 FACTUR

See how a capital equipment supplier generated \$2.4M in quoted opportunities and opened doors to one of the world's largest protein processors using Factor's Outsourced Business Development service.



Service Offering

Capital Equipment



Industries Served

Food & Beverage



Solution Provided

Business Development

Company Overview

This capital equipment supplier provides packaging automation and inspection systems for food and beverage manufacturers. Their solutions include x-ray inspection systems, metal detectors, baggers, case packers, flow wrappers, and full-line automation designed to improve throughput, maximize uptime, and support product safety.

With a consultative, engineering-driven approach, they work with manufacturers ranging from mid-sized producers to some of the largest processors in the industry.

The Challenge

With sales cycles often stretching months or even years, the supplier needed a way to consistently prospect for new business without pulling focus from existing customers and engineering work. Reaching the right decision-makers at the right time required steady outreach and long-term follow-up that was difficult to sustain internally.

While demand for inspection and automation systems remained strong, breaking into new accounts, especially larger manufacturers with complex procurement structures required dedicated prospecting resources their internal team did not have.

The Solution

The capital equipment supplier partnered with Factor's Business Development service to create a more consistent outbound prospecting effort and support new sales opportunities. Using Factor's manufacturing-focused database and qualification process, the team identified and engaged prospects that matched their target criteria.

Results

Over a two-year partnership, Factor helped the capital equipment supplier build a stronger and more consistent pipeline across high-value food and beverage manufacturing accounts. The program generated 20 opportunities across multiple locations, creating new conversations with qualified manufacturers actively evaluating automation, inspection, and packaging solutions.

In total, the engagement produced \$2.4M in quoted opportunities, including more than \$1M tied to one of the world's largest protein processors. By maintaining steady outreach and follow-up over a long sales cycle, Factor helped the supplier reach key decision-makers, uncover active projects, and turn targeted prospecting into measurable revenue potential.

20

OPPORTUNITIES AT
MULTIPLE LOCATIONS

\$2.4M

IN QUOTED
OPPORTUNITIES

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It was a smooth onboarding with a pretty fast ROI. Factor got us into one of the world's largest protein processors.

CEO

Ready to Build Your Lead Engine?

Factor is a growth agency built specifically for manufacturers. We help industrial suppliers and service providers build stronger pipelines through business development, lead generation, and marketing strategies tailored to the manufacturing industry.

From Outsourced Business Development to long-term pipeline development, Factor helps manufacturers connect with the right buyers while their teams stay focused on operations, engineering, and closing opportunities.

Ready to get started? Reach out to us at facturmfg.com or give us a call at **317-622-8970**