

CASE STUDY

WSJ Enterprises Expands Industrial Pipeline Through Outsourced Business Development

FACTUR



Discover how WSJ Enterprises turned targeted outreach into \$100K+ in new revenue, with business development support from Factor.



Service Offering

Concrete Construction Services



Industries Served

Industrial Construction



Solution Provided

Business Development

Company Overview

WSJ Enterprises is a full-service concrete and masonry subcontractor based in Lafayette, Alabama, serving clients across the Southeast.

The company specializes in industrial concrete and industrial masonry, working with general contractors and professional builders who value strong subcontractor relationships, reliable execution, and quality work in the field.

The Challenge

As WSJ grew, they wanted a bigger presence inside industrial facilities and more of the specialty concrete work they do best. They were already receiving bids from existing customers, but they wanted to add to that pipeline by reaching new buyers in their target market.

Rather than wait for the next referral, WSJ decided to go after that growth. They brought in Factor to help them open up more high-margin work.

The Solution

To establish a more proactive pipeline, WSJ partnered with Factor to implement targeted business development outreach specifically tailored for industrial accounts.

Leveraging Factor's industrial contact database, the team identified relevant prospects and connected WSJ with companies that aligned with its target market. Through that outreach, Factor helped supplement the bids already coming in and generated additional quoting opportunities in their target accounts.

Results

Within the first three months of the partnership, WSJ Enterprises generated measurable activity within its target industrial segment.

\$7MM

QUOTED AMOUNT

16

NEW COMPANIES
QUOTED

50+

MEETINGS SET

\$100K+

REVENUE GENERATED

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 prospecting 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 factormfg.com or give us a call at **317-622-8970**

