

factor10 Manufacturing companies with a complicated sales process

Hi !

We've worked with several companies that build great products and have strong demand, but still find growth stalling for some reason. It often comes down to one of two things: a sales process that's harder than it needs to be, or a hidden bottleneck somewhere that no one has had the time (or perspective) to spot.

In this newsletter, we're sharing a few ways to solve both those issues. We hope you'll enjoy the read and wish you a long, relaxed summer vacation!



Article

Want to double your sales without doubling your sales team?

Opening up new markets is rarely simple. But it doesn't have to be slow, manual, or dependent on local sales reps. In this article, we share three practical ways to make your complex products easier to understand and buy, using digital tools that scale across borders.

No fluff, just ideas that work.

Three proven ways to open up new markets



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Article

What is a commercial bottleneck? And why are we so obsessed with it?

The real blocker to growth isn't always where you'd expect. A commercial bottleneck, i.e., that one point in the sales process quietly slowing everything down, can be hard to spot when you're in the middle of it.

That's why our first step with new customers is two half-day workshops where we map the current sales process, challenge old assumptions, and uncover what's actually holding growth back. Then we design smarter ways to unlock it.

Would finding your company's bottleneck be worth a day of your time?

A breakdown of what we do and why it works



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