Sourcescrub

LFM Capital Develops Custom Lead Scoring Model & Increases Sourcing Efficiency by 2.5x with Sourcescrub

About LFM Capital

LFM Capital is a private equity firm based in Nashville, TN that invests in manufacturing and industrial services companies in the US and Canada. LFM was founded by former operators and engineers who work alongside portfolio companies to help them develop, grow, and continuously improve. The firm has $295 million in committed capital and 9 active portfolio companies, including Eckhart, Fecon, ShopSabre, DiamaBrush, and PSI Control Solutions.

Case Study Highlights

295% increase in the number of CRM direct outreach contacts

143% boost in direct contacts with executive-level titles

200% increase in directly sourced opportunities

109% improvement in high-value target rate

2.5x increase in team productivity

Challenge

Manual Processes, Subjective Lead Scoring & Tedious Market Mapping

After researching each company and identifying the right points of contact, the business development (BD) interns would then rank them as high, medium, or low-value opportunities based on thesis fit. “It wasn’t a particularly scientific scoring methodology since one person’s definition of a ‘high-value deal’ may be different from someone else’s,” recalls Jessica Ginsberg, Managing Director of Business Development at LFM Capital. “Sometimes ‘lows’ would slip through and ‘highs’ would get overlooked.”

Solution

Data-driven Lead Scoring, A New Tech Stack & Easy Add-on Mapping

Today, Sourcescrub is a critical piece of LFM’s deal origination technology stack. Rather than manually research companies one at a time, the BD team harnesses Sourcescrub’s wealth of information on non-transacted companies, intuitive search functionality, and robust filters to surface and understand relevant opportunities. With Sourcescrub, LFM has increased the number of overall direct outreach contacts in its CRM by 295%, with a 143% boost in direct contacts with president, owner, and CEO-level titles. Directly sourced opportunities have soared by 200%.

Results

Higher Value Opportunities, More Competitive Offers & Agile BD Processes

With Sourcescrub, LFM is now able to sift through a larger number of companies and pinpoint specific, high-value prospects faster and more accurately than ever before. “We’re not measured on the quantity of deals we generate,” says Jessica. “We’re measured on actionable, investable opportunities. And Sourcescrub not only expands our ocean of opportunities, it also gives us the ability to fish with spears instead of nets.”

“I honestly can’t think of the last opportunity that didn’t originate in Sourcescrub.” Katie reveals.

About Sourcescrub

Sourcescrub is the leading Sources-first Deal Sourcing Platform for investment and M&A teams looking to research, find, and connect with founder-owned companies. Founded in 2015, Sourcescrub leverages AI and on-demand data operations to provide rich deal-ready data, unique insights from over interconnected 150,000 Source lists, and an AI-driven platform to give firms a decisive advantage so they never miss a deal. To learn more, visit *www.sourcescrub.com*