

International Center of  
Business Connections



Global lead generation, sales  
and promotion on LinkedIn

# ICBConnect

Short-term program (4 months) of access to companies  
in target countries / industries with LinkedIn tools

2021

[www.icbconnect.ru](http://www.icbconnect.ru)



## About ICBCConnect

### ICBCConnect - Global B2B Sales Accelerator

**PURPOSE OF THE PROGRAM IS SELECTION IN A SHORT TIME (4 MONTHS) OF CONTACTS / COMPANIES IN TARGET COUNTRIES / INDUSTRIES VIA LINKEDIN TOOLS.**

**We are working at key stages of new markets entry:**

- Stage 1. Market research.
- Stage 2. Technical requirement.
- Stage 3. Selection of clients, partners.
- Stage 4. Organization of negotiations. Test sale.
- Stage 5. Scaling. Sales growth.

**Main steps of acceleration work:**

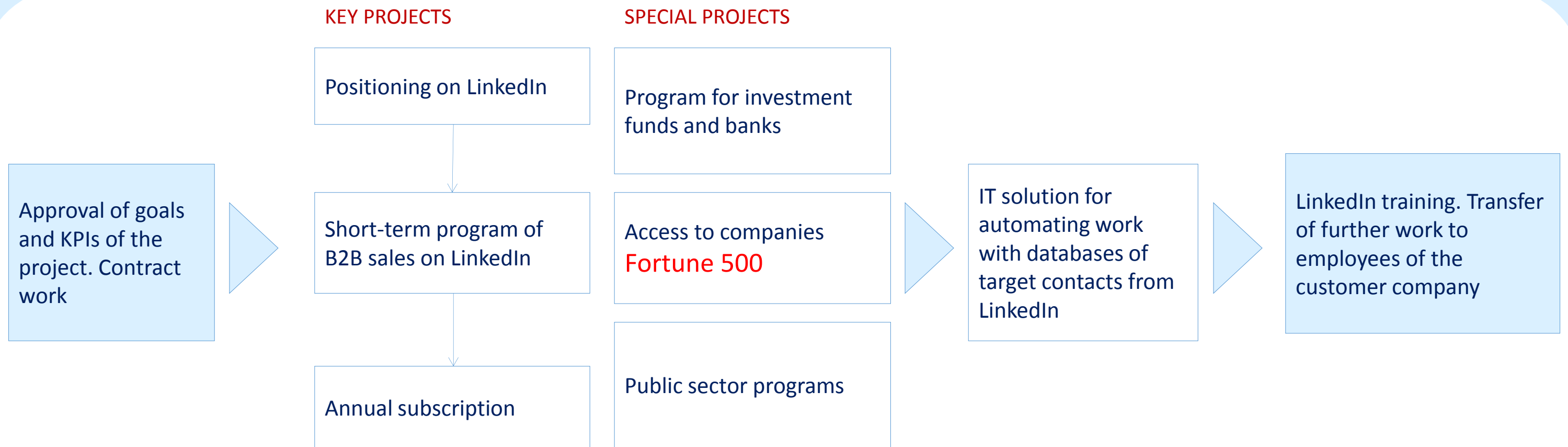
- Positioning you / your company on LinkedIn.
- Determining the target audience and how to find it on LinkedIn.
- Preparing scripts for target audience and finalizing the presentation (taking into account their perception on LinkedIn and platform limitations).
- Lead generation: we manually work through contacts, choosing target ones. The work is carried out from the profile of your employee (usually the TOP-management of the Client-company).
- Weekly provision of an updated database with contacts of “warmed up” decision makers. Transferring it to the employees of your sales department for study (translation offline from online).
- The final stage of work is training. Transfer of experience and training of the sales / marketing department for independent effective work through LinkedIn tools.



**WE WORK AT THE INTERCOSS OF LINKEDIN SALES SOLUTIONS, EXPORT CONSULTING AND IMPLEMENTATION OF A MARKET ENTRY STRATEGY**



## Programs of ICBCConnect



### Maxim Perevezentsev - Director of ICBCConnect

23 years of implementation of international projects (market entry and investment) | Social Selling Expert on LinkedIn | LinkedIn Kickstart Champion 2016 Award | SSI 95 | 150+ market entry projects on 4 continents | Recommendations from commercial and government organizations (USA, EU, RF ...)





## The main stages of a market entry project through LinkedIn tools

STAGES	1. MARKET RESEARCH	2. TECHNICAL REQUIREMENTS	3. SELECTION OF CLIENTS, PARTNERS	4. ORGANIZATION OF NEGOTIATIONS. TEST SALE	5. SCALING. SALES GROWTH
LINKEDIN IN PROJECTS' REALIZATION	<ul style="list-style-type: none"> <li>• Purchase of marketing research / data collection from open sources</li> <li>• Formation of sales strategy hypotheses</li> <li>• Positioning on LinkedIn. The choice of profiles from which to work</li> <li>• Selection of groups on LinkedIn for further development. Adding to groups</li> <li>• Work through LinkedIn groups - engagement, posts</li> </ul>	<ul style="list-style-type: none"> <li>• Determining the target audience</li> <li>• KPI definition</li> <li>• Formation of the project team of the Customer and the Accelerator</li> <li>• Contract work</li> </ul>	<ul style="list-style-type: none"> <li>• Company positioning on LinkedIn. The choice of profiles from which to work</li> <li>• Scripts development</li> <li>• Lead generation. Selection of clients, partners, resellers. Warming up contacts:                             <ul style="list-style-type: none"> <li>➢ Script 1 (invite)</li> <li>➢ Script 2 (to new contacts) + presentation</li> <li>➢ Email</li> <li>➢ Calling (acquaintance)</li> </ul> </li> <li>• Database creation</li> <li>• Refinement of the sales strategy based on the received data</li> <li>• LinkedIn training</li> </ul>	<ul style="list-style-type: none"> <li>• List of companies to negotiate</li> <li>• Conducting presentations / negotiations</li> <li>• Choice of clients / partners</li> <li>• Test sales</li> <li>• Finalizing the sales strategy based on the received data</li> <li>• Information support (market warming up):                             <ul style="list-style-type: none"> <li>➢ Messages on LinkedIn</li> <li>➢ Emails in CRM</li> <li>➢ LinkedIn Posts (News Feed, Relevant Groups)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Company positioning on LinkedIn. The choice of profiles from which to work</li> <li>• Scripts development</li> <li>• Lead generation. Selection of clients, partners, resellers. Warming up contacts:                             <ul style="list-style-type: none"> <li>➢ Script 1 (invite)</li> <li>➢ Script 2 (to new contacts) + presentation</li> <li>➢ Email</li> <li>➢ Calling (acquaintance)</li> </ul> </li> <li>• Database creation</li> <li>• Refinement of the sales strategy based on the received data</li> <li>• LinkedIn training</li> <li>• Information support - how to work on LinkedIn</li> </ul>
RESULTS	Collected market data, including market players. Alternative sales strategies	The target audience has been identified. The task is set. Contract signed	Found partners and clients. Materials for contacts have been prepared. Collected base of warm leads	Negotiations, presentations were held. Partners / clients selected. Test sales	Found partners and clients. Materials for contacts have been prepared. Collected base of warm leads
TIMING	1-2 months	1 week	3-12 months	1-2 months	3-12 months

## LinkedIn Positioning: Corporate Profile

### Corporate Profile:

- Creation / restoration of access to the corporate profile.
- Filling the profile with 5-10 posts (materials are provided by the Customer).
- Linking the corporate profile to the Customer's profile (if necessary).

**KPI: Complete corporate profile based on keywords. 5-10 posts**



## LinkedIn Positioning : personal profile

### Personal profiles of employees:

- Profile audit and revision (manual and check-list).
- Recommendations for improving the profile.
- Placement of 5-10 posts (materials are provided by the Customer).
- 1 hour of personal online consultation.
- Increase in SSI (LinkedIn Social Selling Index).

**KPI: Effective Personal Profile. Increase of LinkedIn Social Selling Index by 10-50 points. 5-10 posts.**

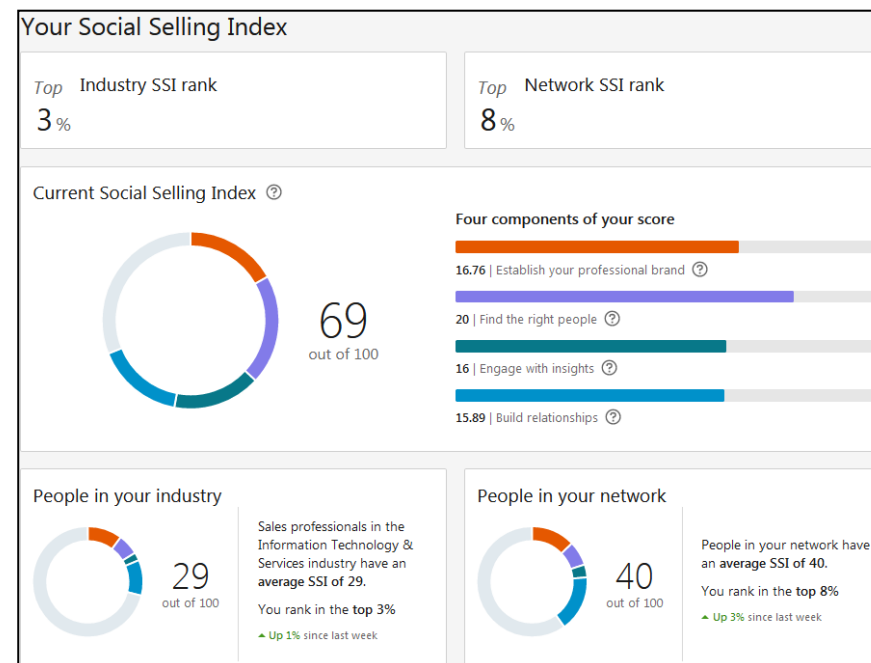
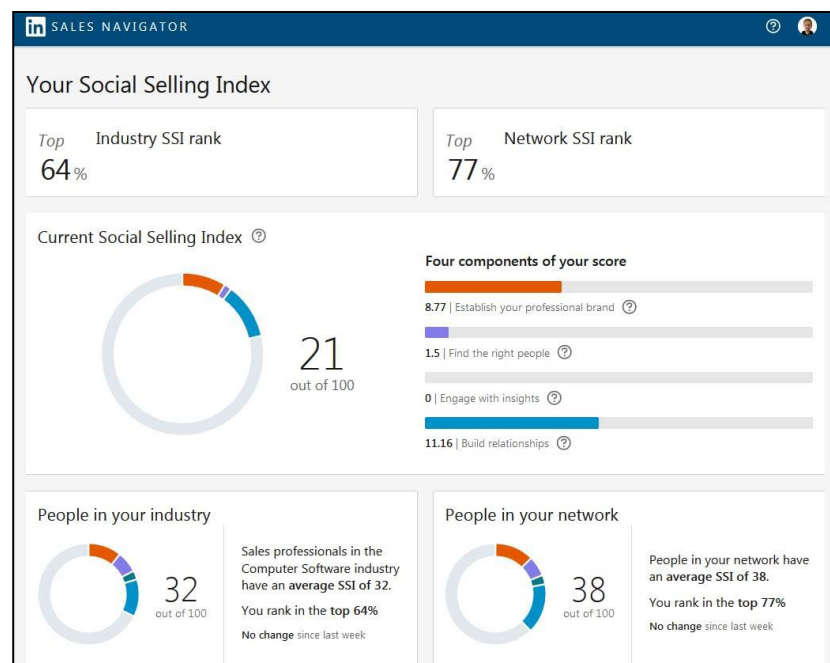
**LinkedIn profile update Manual**

Company: XXXXXXXX  
Country: XXXXXXXX  
Employee: XXXXXXXX  
Date (project beginning): 25/01/2021  
Deadline (updates to be done): 29/01/2021

Sample	Employee profile (before profile updates)	Employee profile (after profile updates)	Result
		Please insert SSI screenshot after profile updates	To be done

Key elements	To Do	Sample / Comments	Result
2.1. Headline	Please write your headline	- Head of Cyber Security Sales at Cisco - Cyber Security   Threat Intel   Advanced Malware Protection   Web Security   Advanced Persistent Threats (APT)   Cloud	To be done
2.2. Current Position	Your current position is automatically uploaded from your experience	- Head of Cyber Security Sales - Switzerland, Russia and CIS - European Head of Sales, Email Security	To be done
2.3. Industry	Your Industry: Telecom. Please check and update.	Telecom	To be done



**LinkedIn profile update Check-list**

Company: XXXXXXXX  
Country: XXXXXXXX  
Employee: XXXXXXXX  
Date (project beginning): 25/01/2021  
Deadline (updates to be done): 29/01/2021

List of profile elements to update	Date of comments	Status before project	Date of final updates	Final status
<b>Step 1. Social Selling Index check</b>				
1.1. To Do: Please click link and do screenshot (like on sample)	25.01.2021	Not done	29.01.2021	to be done
<b>Step 2. Key information update</b>				
2.1. Headline	25.01.2021	Not done	29.01.2021	to be done
2.2. Current Position	25.01.2021	Not done	29.01.2021	to be done
2.3. Industry	25.01.2021	Not done	29.01.2021	to be done
2.4. Connections	25.01.2021	Not done	29.01.2021	to be done
2.5. Contact info	25.01.2021	Not done	29.01.2021	to be done
2.6. About	25.01.2021	Not done	29.01.2021	to be done
2.7. Link to your profile	25.01.2021	Not done	29.01.2021	to be done
<b>Step 3. Featured</b>				
To Do: please insert 3-4 blocks in Featured in accordance with recommendations	25.01.2021	Not done	29.01.2021	to be done
<b>Step 4. Dashboard</b>				
To Do: please do required steps, you to have ALL STARS.	25.01.2021	Not done	29.01.2021	to be done
<b>Step 5. Activity</b>				
To Do: please repost relevant news from Corporate page (now and on regular basis)	25.01.2021	Not done	29.01.2021	to be done



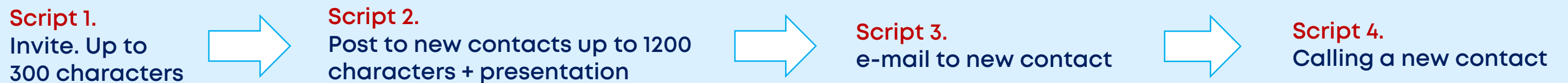
## Preparing scripts, updating the presentation

### Preparation of materials for mailing:

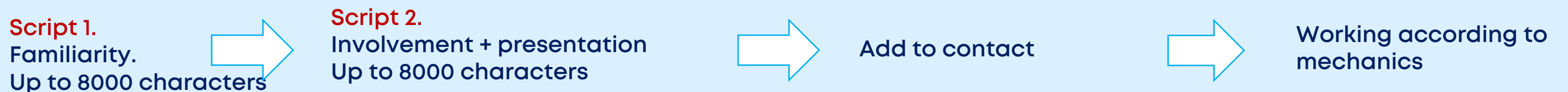
- Script # 1 (invite) and Script # 2 for new contacts (who accepted the invite).
- Script # 1 and Script # 2 for group work - involving texts.
- Consultations on finalizing the presentation for the target audience (the presentation is provided by the Customer)

**KPI: Approved scripts for lead generation and promotion in groups. Modified presentation. Content has been updated to reflect limitations and perceptions on LinkedIn.**

### Work through invites (4 stages of warm-up). LinkedIn limit: 400 invites per month



### Working through participation in groups (involvement, attraction of attention)





## Lead generation by company name

### Case. Lead generation by Fortune 500 companies (USA)

- **Purpose:** creating a community of IT VP / directors for further sales of IT solutions
- Work from the CEO profile
- **Number of Fortune 500 companies:** TOP 70 in this case study. Contacts are selected manually.
- 690 invites were sent. 127 contacts accepted invites. **Conversion 18.4%**
- Mobile phones: 31 (24.41%)

Company	Country	Contact	Position	email*	Mob.	Status	Next steps	
Walmart	USA	P.	Director, Campaign	mail.cor		Status 1	to do 1	<a href="https://w">https://w</a>
Amazon	USA	A	Head of Supply Chain	mail.com		Status 1	to do 1	<a href="https://w">https://w</a>
Amazon	USA	E	Head of Global Ad-	com (1	6634	Status 1	to do 1	<a href="https://w">https://w</a>
Exxon Mobil	USA	Mi	Vice President Resear	y, and	velop	Status 1	to do 1	<a href="https://w">https://w</a>
Exxon Mobil	USA	M	VP Information Secu	iz@gms		Status 1	to do 1	<a href="https://w">https://w</a>
Exxon Mobil	USA	K	Planning Advisor at	ahoo.co		Status 1	to do 1	<a href="https://w">https://w</a>
Exxon Mobil	USA	R	LNG Portfolio Direct	yahoo.		Status 1	to do 1	<a href="https://w">https://w</a>
Apple	USA	M	Head of Solutions &	il.com		Status 1	to do 1	<a href="https://w">https://w</a>
Apple	USA	S	Director Marcom Pa	.com		Status 1	to do 1	<a href="https://w">https://w</a>
Apple	USA	D	Director, Informatio	hfield.c		Status 1	to do 1	<a href="https://w">https://w</a>
Apple	USA	R	Head of Finance Tec	gmail.		Status 1	to do 1	<a href="https://w">https://w</a>
CVS Health	USA	M	Director, Data Scien	ail.com		Status 1	to do 1	<a href="https://w">https://w</a>
CVS Health	USA	S	Sr. Vice President, s	ail.com		Status 1	to do 1	<a href="https://w">https://w</a>
Berkshire Hathaway	USA	J	Technology Manage	o.com		Status 1	to do 1	<a href="https://w">https://w</a>
Berkshire Hathaway	USA	H	Board Observer	h		Status 1	to do 1	<a href="https://w">https://w</a>
UnitedHealth Group	USA	J	SVP & Chief Informa	ulo@g		Status 1	to do 1	<a href="https://w">https://w</a>
UnitedHealth Group	USA	L	Vice President Soft	mail.co		Status 1	to do 1	<a href="https://w">https://w</a>
McKesson	USA	K	Sr Director Infrastr	ci.us		Status 1	to do 1	<a href="https://w">https://w</a>
AT&T	USA	S	Director of Data En	ray@g		Status 1	to do 1	<a href="https://w">https://w</a>
AT&T	USA	S	SVP - Corporate Stra	ment		Status 1	to do 1	<a href="https://w">https://w</a>
AmerisourceBergen	USA	P	Vice President, Con	@gm 7	064 (f	Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	G	Vice President of Cl	ail.cc 1	71 (M	Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	J	Technical Director, il	le.com		Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	B	Head of Strategic T	gmail 1	-131	Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	M	Director of Operati	oll@gm		Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	W	Managing Director, g	il.com		Status 1	to do 1	<a href="https://w">https://w</a>
Google (Alphabet)	USA	F	Title Head, GTM Solu	Leader		Status 1	to do 1	<a href="https://w">https://w</a>
Cigna	USA	R	Senior Information r	ail.com		Status 1	to do 1	<a href="https://w">https://w</a>
Cigna	USA	B	IT Sr Director at Ci	ail.com		Status 1	to do 1	<a href="https://w">https://w</a>
Cigna	USA	B	Senior Director Of Ir	ail.cc 2	5 (Mo	Status 1	to do 1	<a href="https://w">https://w</a>
Costco Wholesale	USA	Ch	IT Manager - Distri	com		Status 1	to do 1	<a href="https://w">https://w</a>
Chevron	USA	T	Head of UX			Status 1	to do 1	<a href="https://w">https://w</a>
Cardinal Health	USA	A	Vice President Sale	erge 2	07 (M	Status 1	to do 1	<a href="https://w">https://w</a>
Cardinal Health	USA	C	IT Director, Data In	otma 6	06 (f	Status 1	to do 1	<a href="https://w">https://w</a>
Walgreens Boots Alliance	USA	V	VP, Global Technolog			Status 1	to do 1	<a href="https://w">https://w</a>
Walgreens Boots Alliance	USA	Y	Vice President, Glo	mail.c	530 (	Status 1	to do 1	<a href="https://w">https://w</a>
Verizon Communications	USA	En	Executive Director-	n@veri		Status 1	to do 1	<a href="https://w">https://w</a>
Verizon Communications	USA	E	Director of Operations Te	c@g 9	053 (V	Status 1	to do 1	<a href="https://w">https://w</a>
Microsoft	USA	G	VP & Chief Technology	omer E	& Sue	Status 1	to do 1	<a href="https://w">https://w</a>
Microsoft	USA	B	Managing Director, b	ail.com		Status 1	to do 1	<a href="https://w">https://w</a>
Microsoft	USA	A	Vice President Wor	icros (S	3.14	Status 1	to do 1	<a href="https://w">https://w</a>

**Lead results** Account results

Keywords:

Also try: walmart jobs, walmart senior, walmart product

Filters: Clear (2)

Custom Lists: +

Past Lead and Account Activity: +

Geography: +

Relationship: +

Company: +

Industry: +

Company headcount: +

Seniority level: Included:  VP - X

Function: Included:  Information Technology X

Title: +

[View all filters](#)

Save search

**972** Total results

47 Changed jobs in past 90 days

1 Mentioned in the news in past 30 days

189 Posted on LinkedIn in past 30 days

1 Share exp

Select all Save to list

- Sravana Kumar Karnati** 2nd  
SVP Technology, Walmart International at Walmart  
1 year 6 months in role and company  
Bentonville, Arkansas, United States  
1 shared connection
- Richard McColl** 2nd  
Vice President, People Technology and Modernization at Walmart  
9 months in role and company  
Westport, Connecticut, United States  
5 shared connections
- Neeraj Chopra** 3rd  
Vice President - Walmart Technology at Walmart India  
13 years 9 months in role and company  
Gurgaon, Haryana, India  
Past role: Head - Business Solutions & Infrastructure Implementation and Support at Walmart India Pvt. Ltd. (2007-2009)
- Michael Moore** 2nd  
Vice President at Walmart eCommerce  
4 years 5 months in role and company  
Madison Heights, Michigan, United States  
1 shared connection





## Lead generation by profile

### Case. Lead generation by profile (USA, Brazil, Turkey, Nigeria, Vietnam):

- **Purpose:** selection of potential partners / clients with experience of investing in Edtech
- **Industry:** EdTech
- **Target audience:** decision makers, investors
- 1000 invites were sent. 547 contacts have accepted invites. Conversion 54.7%
- **Responses with interest in collaboration:** 62 (11.4%)
- Work from the CEO profile

### Case. Lead generation by profile (USA, EU):

- **Purpose:** selection of investors from the Family Office (USA, EU) who could potentially invest in the American Hedge Fund
- **Industry:** FinTech
- **Target audience:** decision makers, investment analysts
- 500 invites were sent. 287 contacts accepted invites. Conversion 57%
- Work from the CEO profile

#### Details:

- USA: 136 (47%)
- EU: 117 (41%)
- Other countries: 34 (12%)
- With phone number: 37,6%



## Lead generation by company type

### Case. Lead generation by company type (USA):

- **Objective:** Expanding presence in the American market of call center solutions
- **Industry:** telecom, IT solution for call centers
- **Target audience:** decision makers of call centers working in the USA
- Working from the Sales Director profile
- 1000 invites were sent. 282 contacts accepted invites. Conversion 28.2%
- **Mobile phones:** 114 (40.4%)

Lead results: Account results (3K+ Total results)

Keywords: call center

Filters: Clear (2)

Geography: Included: United States

Industry: +

Department headcount: +

Department headcount growth: +

Annual revenue: +

Company headcount: 10,000+, 1001-5000, 201-500, 5001-10,000, 501-1000, 51-200

Company headcount growth: +

Technologies used: +

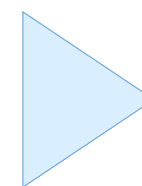
Fortune: +

Number of followers: +

View all filters

Select all | Save to list | View current employees

- Call Center Services International** (Save)
  - Specialists In Establishing Contact & IT Centers In Mexico. CCSI provides a World-Class Bilingual Workforce, State-Of-The-Art Infrastructure, a...see all
  - Outsourcing/Offshoring · 501-1000 employees · Chula Vista, California, United States
  - View All Employees
- Call Center India** (Save)
  - Cost of in-house call center is increases rapidly and also it's tedious and time consuming tasks. Call Center India is the ideal solutions that y...see all
  - Outsourcing/Offshoring · 201-500 employees · United States
  - View All Employees
- Call Center Studio** (Save)
  - Worlds 1st Google Powered Cloud Call Center - Web-based, pay-as-you-go solution; low cost, fast, easy, scalable, can be setup anywhere in the...see all
  - Information Technology and Services · 51-200 employees · Austin, Texas, United States
  - View All Employees
- call center in India** (Save)
  - Outsourcing call center services to India is considered as best business decision by the Key Opinion Leaders of the several organizations. T...see all
  - Outsourcing/Offshoring · 51-200 employees · Kirkland, Washington, United States
  - View All Employees
- Call Center Systems** (Save)
  - We are proud to be a Service Disabled Veteran Owned company based in Winchester, Kentucky. Call Center Systems is a Business Process Ou...see all
  - Outsourcing/Offshoring · 201-500 employees · Winchester, Kentucky, United States
  - View All Employees



Call Center Services International | All employees on LinkedIn (55)

Keywords: Enter keywords ...

Filters: Clear (1)

Custom Lists: +

Past Lead and Account Activity: +

Geography: +

Relationship: +

Industry: +

Past company: +

Seniority level: Included: CXO, Director, VP

Function: +

Title: +

View all filters

Select all | Save to list

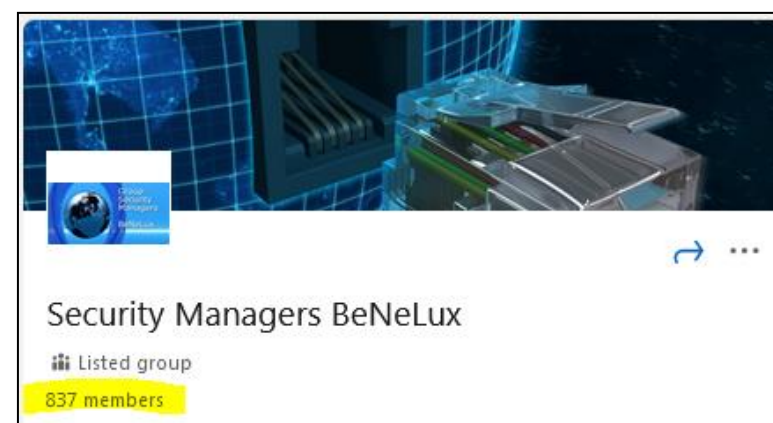
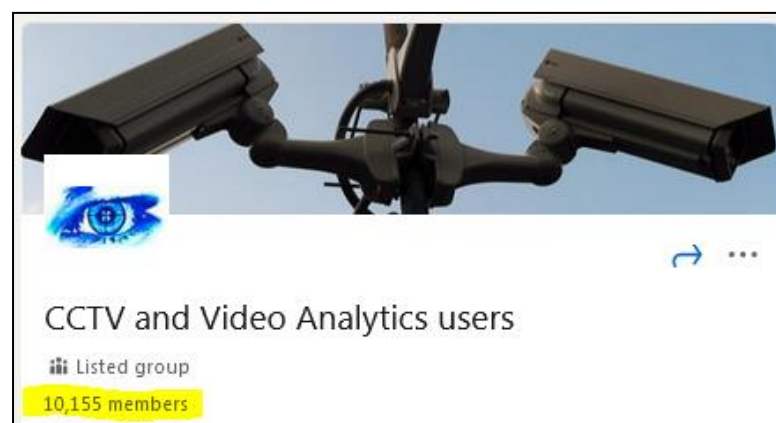
- Erick Esparza** (2nd) (Save)
  - President at Call Center Services International
  - 9 years 6 months in role and company
  - Chula Vista, California, United States
  - 7 shared connections
- Jorge Oros** (2nd) (Save)
  - President at Call Center Services International
  - 6 months in role | 14 years 6 months in company
  - Chula Vista, California, United States
  - 2 shared connections
- Gustavo León** (2nd) (Save)
  - Director General at Call Center Services International
  - 3 years 11 months in role and company
  - Tijuana, Baja California, Mexico
  - 8 shared connections
- Cesar Martínez** (3rd) (Save)
  - Director de operaciones at Call Center Services International
  - 4 years 6 months in role | 12 years in company
  - Mexico
- Luis Martínez** (2nd) (Save)
  - Managing Director at Call Center Services International
  - 2 years 1 month in role and company
  - San Diego County, California, United States



## Lead generation in LinkedIn groups

### Case. Lead generation in groups (Netherlands, Belgium):

- **Objective:** Expanding presence in the markets of Belgium and the Netherlands
- **Industry:** IP video surveillance systems
- **Groups:** CCTV and Video Analytics users and Security Managers BeNeLux
- **Target Audience:** Senior + Video Surveillance Systems Companies
- Work from 2 profiles
- 700 messages in Groups were sent. 74 contacts accepted invites. Conversion 11%



	<b>Egon Stal</b> · 3rd Security Officer, Facilitair coördinator, VCA, Veilige Luchtvracht, EHBO, Auditeur	<a href="#">Message</a>
	<b>Molly Davis</b> · 3rd Senior Web Analyst at The Insight Partners	<a href="#">Message</a>
	<b>Shivam P.</b> · 3rd BYJU's - Business Development Associate	<a href="#">Message</a>
	<b>Martha Krug</b> · 3rd Assistant Manager at Mariner Finance	<a href="#">Message</a>
	<b>Byron Fisher</b> · 2nd Managing Director at B.P.M. ENGINEERING LIMITED	<a href="#">Message</a>
	<b>Harjit Singh Girm</b> · 3rd Retd. Ace Aviator (Indian Navy)   Problem Solving & Crisis Management   Strategic Panning   Operations Management	<a href="#">Message</a>
	<b>Anil Kumar</b> · 3rd Senior Technical Manager at LDRA Limited	<a href="#">Message</a>
	<b>Pauline Monein</b> · 3rd Adjointe au Directeur commercial France chargée de la stratégie	<a href="#">Message</a>
	<b>Kristoffer Matsson</b> · 3rd Research Assistant at Oral Roberts University	<a href="#">Message</a>
	<b>Erhan ÇOPUR</b> · 3rd GKN Fokker Technologies Holding B.V. şirketinde Manufacturing Engineering Expert	<a href="#">Message</a>
	<b>Addamson Flint</b> · 3rd US Strategic Operations Leader - Fluvitex USA	<a href="#">Message</a>
	<b>Shlomit Lazar</b> · 3rd Co-Owner at GOESH INTERNATIONAL   Mediating Success   Creating Business Opportunities	<a href="#">Message</a>



## LinkedIn training

### 2 options for learning to work on LinkedIn:

- 4-hour training about working on LinkedIn, according to the current business of the company. Number: up to 5 employees.
- 2-day (up to 16 hours) practical training on working on LinkedIn for further independent work: transfer of experience and knowledge gained in the framework of Acceleration work, 2-hour supervision of employees' work). Number: up to 3 employees.

The final stage of work is training the sales/marketing department and establishing business processes for the independent effective work of the sales / marketing department through LinkedIn tools.

Training can be conducted on-line.

- 1. Positioning on LinkedIn**
  - Optimizing your LinkedIn profile (personal & corporate)
  - Social Selling Index
- 2. Social Selling on LinkedIn**
  - Creation of posts. Examples
  - News feed. Cases
  - Selection of groups and work in them. Sending free messages. Cases
- 3. Lead generation:**
  - Work model. Nuances of working with users in different regions, cases
  - Profiles of the 1st, 2nd and 3rd levels. Using recommendations
  - Scripts (1,2,3)
  - Selection of leads and accounts on LinkedIn (standard on LinkedIn, LinkedIn Premium, and Sales Navigator)
  - Sending invites to add to the contact. Limitations, nuances
  - Follow-up on LinkedIn
- 4. Sales Navigator**
  - General information
  - Targeting
  - Formation and saving of search queries, alerts
  - Work in the news feed (Social Selling)
- 5. Work with competitors**
  - Competitors contact database
  - Competitors' activity
  - Groups
  - Company's activity (posts of competitors)
- 6. LinkedIn Marketing Solutions (InMails, Sponsored Content etc)**
- 7. Transfer contacts from online to offline**
  - Lead database
  - Sales funnel
  - Entering contacts into CRM
  - Working with the collected database of contacts on LinkedIn



## Interaction order

STAGE	DESCRIPTION	RESPONSIBLE
Stage 1	FILLING IN THE QUESTIONNAIRE (ABOUT THE COMPANY, FORMULATION OF THE TASK)	Client
Stage 2	INFORMATION PROCESSING, COMMERCIAL OFFER	ICBConnect
Stage 3	DISCUSSION AND APPROVAL OF THE COMMERCIAL PROPOSAL	Both parties
Stage 4	SIGNING A CONTRACT. PREPAYMENT	Client
Stage 5	BEGINNING OF WORK. KICK-OFF MEETING (F2F / ZOOM)	ICBConnect
Stage 6	PROJECT IMPLEMENTATION, INTERMEDIATE RESULTS (1 TIME PER WEEK)	ICBConnect
Stage 7	PRESENTATION OF RESULTS, SIGNING OF THE ACCEPTANCE ACT	ICBConnect
Stage 8	CLOSING THE PROJECT	Both parties

International Center of  
Business Connections



Global lead generation, sales  
and promotion on LinkedIn



**MAXIM PERVEZENTSEV**  
CEO, International Center of Business Connections