

# Advantages as Agent?

- Passive income + independent
- No work from you after sale is closed
- Profile optimization + set up for yourself in LinkedIn

| Sales Data  | Value       | Currency |
|---|-------------|----------|
| Expected conversion from meeting to customer (w/ free solution) | 27%         |          |
| MRR   |             |          |
| Expected customer MRR (w/ free solution)                        | 2,546       | EUR      |
| Retention   |             |          |
| Expected retention (w/ free solution)                           | 12 months   |          |
| CLV   |             |          |
| Expected CLV (w/ free solution)                                 | 30,552      | EUR      |
| Profit  |             |          |
| Agent commission  | 15%         |          |
| Average Agent Income  |             |          |
| Average MRR income per customer                                 | 1594%       | EUR      |
| Average income per customer                                     | 4,582       | EUR      |
| Number of Meetings  |             |          |
| Meetings to get 2 customers per month                           | 7 meetings  |          |
| Meetings to get 4 customers per month                           | 15 meetings |          |
| Annual Revenues   |             |          |
| Annual revenue (agent commission 1st year)                      | 63,013      | EUR      |
| Annual revenue (agent commission 2nd year)                      | 137,484     | EUR      |

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- Passive income + independent
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| Sales Data  | Value       | Currency |
|---|-------------|----------|
| Conversion  |             |          |
| Conversion from meeting to customer (today)                     | 19 %        |          |
| Expected conversion from meeting to customer (w/ free solution) | 27 %        |          |
| MRR   |             |          |
| Average customer MRR (today)                                    | 3.233       | EUR      |
| Expected customer MRR (w/ free solution)                        | 2,546       | EUR      |
| Retention   |             |          |
| Average retention (today)                                       | 10 months   |          |
| Expected retention (w/ free solution)                           | 12 months   |          |
| CLV   |             |          |
| Average CLV (today)   | 32.267      | EUR      |
| Expected CLV (w/ free solution)                                 | 30,552      | EUR      |
| Profit  |             |          |
| Profit margin (today)   | 29 %        |          |
| Agent commission  | 15 %        |          |
| Average Agent Income  |             |          |
| Average MRR income per customer                                 | 1594%       | EUR      |
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# Work as an agent

- Answer messages and book meetings.
- Have meetings with potential customers.
- Follow up and get a written acceptance on starting the collaboration.

# ELITE ADVERTISING

**Shaping the B2B winners of tomorrow**

We transform B2B marketing into measurable revenue growth.

+\$200 mio pipeline

+119% growth

+100 B2B clients



# Presenters for a reason

Most of the people in the industry know very well  
that we are the best on B2B



ELITE ADVERTISING



E|A  
ELITE ADVERTISING

BOXIT has implemented **the B2B-part in his business** and expand **it to Sweden**

**10,4 mio opbygget i pipeline**

Measured direct on B2B leads.

**654%**

flere kvalitetsleads på seks måneder

*"Elite Advertising is a fantastic Business Partner I have used their high skills for 6 months and I am fully satisfied with work and the cooperation with them .*

*They work systematic and creative and professional with our advertising creative and professional with our announcement, which by the way is very interesting to follow "*

**Hanne Ninna Iversen**  
Head of Marketing i BOXIT



Nordic Sales Force got  
**8,4 mio revenue** from our B2B leads



**38,4 mio in pipeline**  
Of which expected 34% converted to  
customers.

*"It is clearly noticeable that you are serviced by specialists . The concentrated focus has done (even though it is total hands off from us) that they work in depth and you feel that they are high skilled specialists who work very focused for us*

**Martin Fulgt Sørensen**  
Partner i Nordic Sales Force



# LEGO® was helped into the american market

**1540**  
meetings

**159 mio DKK**  
Builded pipeline.

**49,4 mio DKK**  
expected closed revenue.

LEGO Education  
 90,981 followers  
Promoted

 District and School Administrators

By adopting the LEGO® Learning System into their curriculum, school districts have been able to implement inclusive, hands-on computer science programs for all their students.

Receive a free LEGO® Education Kit and see how hands-on STEAM learning can increase all students' confidence in subjects like coding, engineering, and computer science ↴



Apply for your free LEGO® Education Kit  
[education.lego.com](http://education.lego.com)

 Sign Up

# We are presenter at Seedster

- and Jesper Buch is a client



# Relationships in business is build on LinkedIn today

Some B2B sales people is employed only to:

- **Connect** with potential dream clients.
- **Like** and interact with content posted by decision makers.
- **Write messages** to build relationships and moving it towards a meeting.



# The problem

- **Continuity** of doing it manually every day.
- **Spending time** on chasing instead of having positive conversations.
- **Sending a pitch** in the first message with a Calendly link.
- **No splittests**
- **No measurement** on number of meetings
- **No scalability**
- **No cleaning** out the target audience ie. intent, names or web scraping.
- **No project management** for continuous improvement and evaluation.
- **No activity control** leading to flagged or limited profiles.
- **No overview** or navigation of replies.
- **No phone or email enrichment** from the interested profiles.



# Relationships in business is build on LinkedIn today

Even though they're doing it manually, they would:

- **Use templates** depending on the **stakeholder** or the **company** they're writing to.

This means we can put it on a *formula*.



# What if you could automate and scale it?

**What if you *only* spent time on ideal  
customers who has shown interest?**

**What if you wake up and your inbox is full of  
great conversations with decision-makers?**

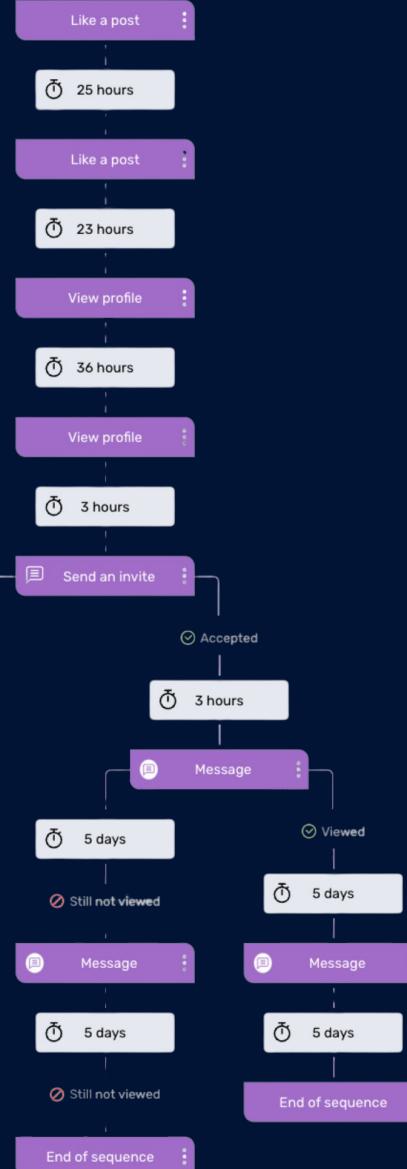
# Automatic Relationship Building

- 10 connections, likes and messages per day
- Breaks the message barrier and build relationships
- No advertising budget
- Full control of target audience



# An opportunity of a lifetime

- Remember **Cold Emailing** when that was new?
- Remember **Google Ads**?
- In **2-4 years** most people know this and the opportunity is gone.



# When is it relevant for potential customers to use our solution?

- Your customer is on LinkedIn.
- They have B2B sales reps / selling themselves.
- Their sales rep. have 30 minutes per day available
- They can handle more meetings



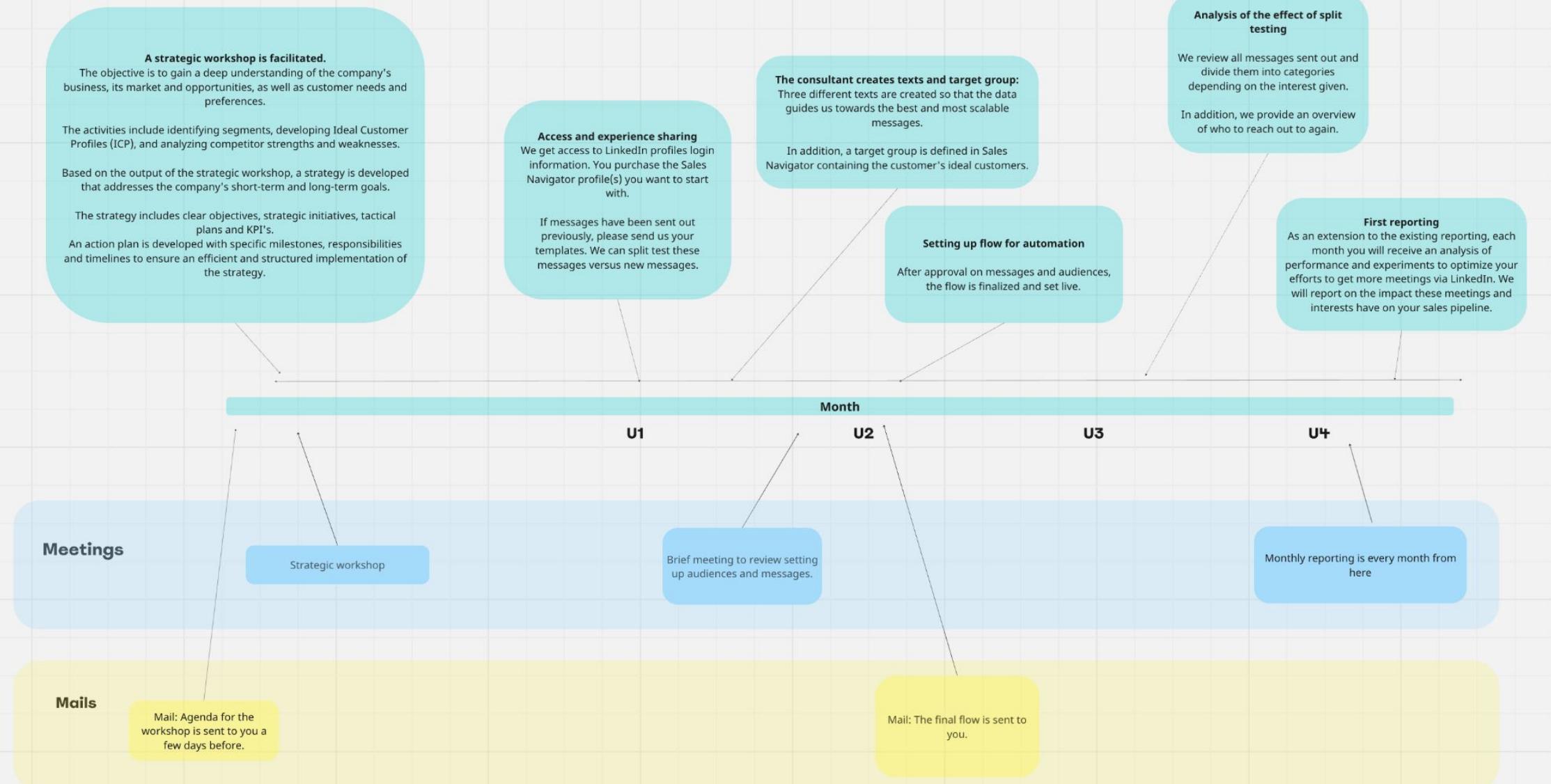
# Benefits for sales

- **You'll be more effective** without using more time.
- **You'll have more time for all the fun:** Have meetings and close customers.
- **You'll rapidly grow your network** of high-profile decision-makers.
- **You'll have a laser focus** on the companies driving the most revenue
- **You'll have continuity** in your relationship building activities.
- **You'll be more relevant, personalized and scalable.**
- **You'll get an optimized profile** to attract more clients.
- **You'll gain new relationships** which can propel you career.



## Automatic Relationship Building

- 3 sales people LinkedIn profiles will be automated.
- 3 different texts with the same hook.



# Hooks - What you can offer in the messages

MEETING & FREE

- **Meeting**

- Try it, see it, taste it or feel it.
- Eg. Free sample, free sample, showroom visit, free product, etc.
- Eg. Free sparring, free advice, free analysis, free plan, cup of coffee, etc.

- **Dialogue**

- Ask them. Do they have the problem you solve?

EVENT & DIALOGUE

- **Event**

- Workshop, roundtable, own community, network, fair or similar.

- **White paper / Webinar**

- For example Write/explain about a problem where you e.g. is one of the solutions.

WHITE PAPER

WEBINAR

- **Sales Material** sales brochure / sales slides / product range / prices.

SALES MATERIAL

# Hooks - What you can offer in the ads

MØDE & GRATIS

- **Meeting**

- Try it, see it, taste it or feel it.
- For example Free sample, free sample, showroom visit, free product, etc.
- For example Free sparring, free advice, free analysis, free plan, cup of coffee, etc.

EVENT

- **Event**

- Workshop, roundtable, own community, network, fair or similar.

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WHITE PAPER

- **Sales Material**

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WEBINAR

SALES MATERIAL

# Dream clients for Elite Advertising



## B2B companies with:

A customer has a value of **over 7.500 EUR** for them.

Have sales teams (**+3 people**) and our contact is the leader of the team.

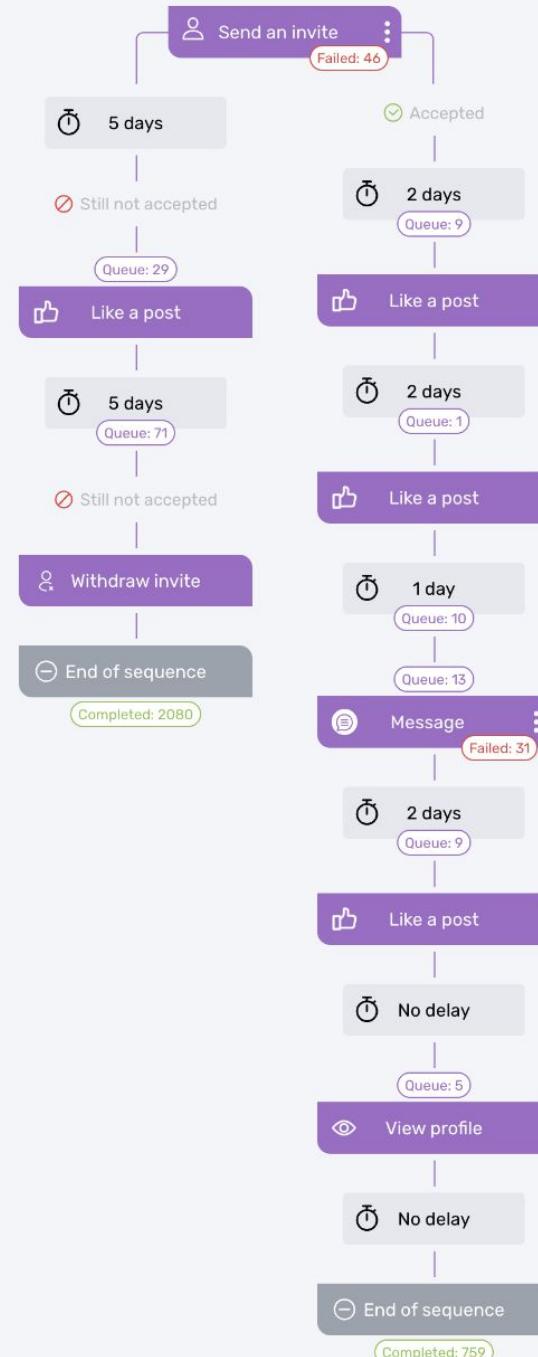
**Mid-size** or **Enterprise companies**: Either 10-30 employees and they have a minimum of \$0,5 million in profit. Or all companies with at **least 30 employees**.

Preferably in one of 3 industries:

1. Manufacturing: Industrial, product or production companies.
2. Service: Consulting companies of all types.
3. SaaS: Software companies or tech or IT companies.

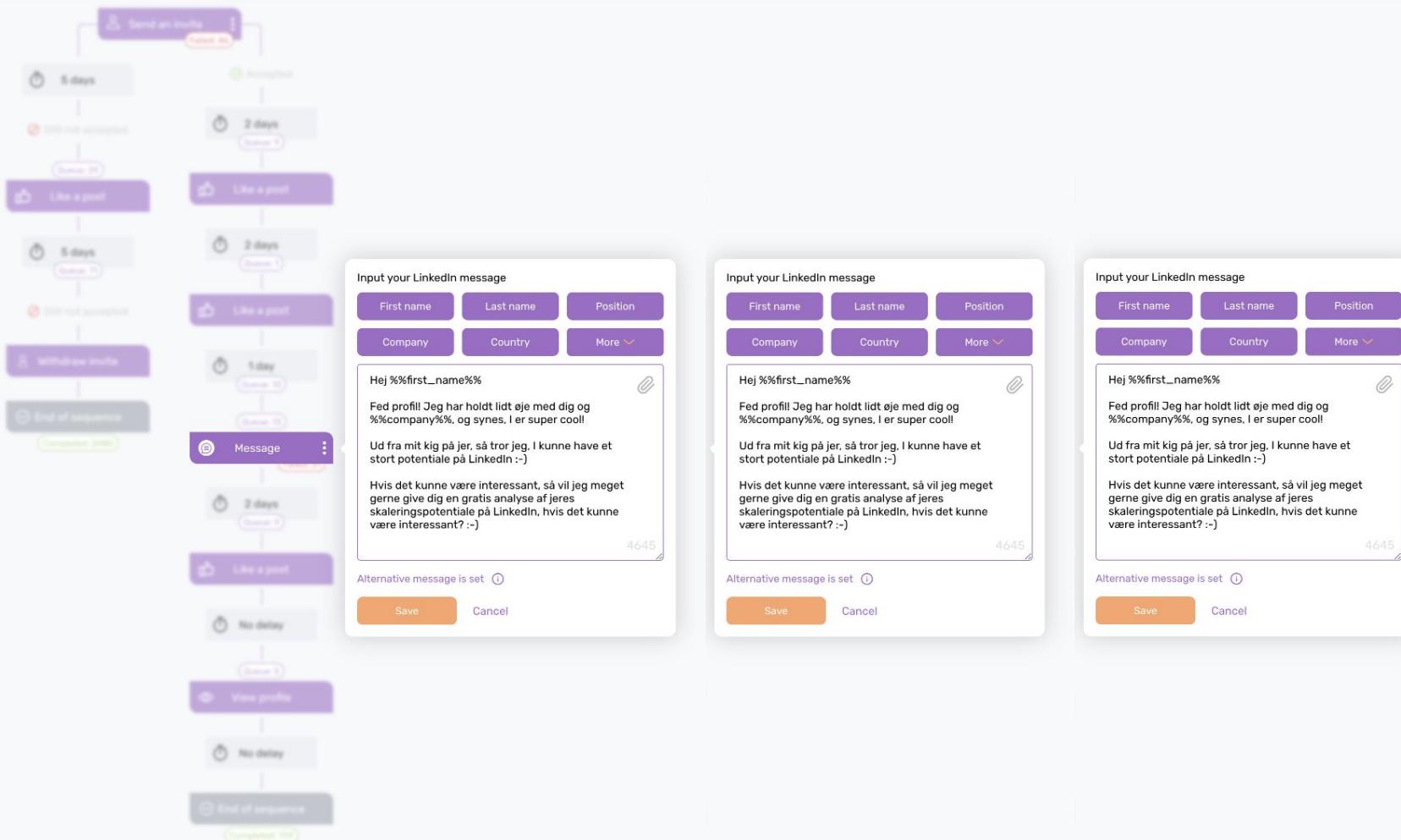
# Automatic Relationship Building

- Break the message barriere and build relations
- No announcement budget
- Full control of target setting
- 10 connections, likes and messages per day



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# Automatic Relationship Building

**Best Practice:** Splittest minimum 3 different messages

|   | Procurement   | Fleet Managers  | Food and Beverage   | Owners and Executives   |
|---|---|---|---|---|
| 1 | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvilke bæredygtige løsninger har I allerede implementeret i jeres indkøbsstrategi? Hvis du er interesseret, vil jeg meget gerne fortælle mere om vores CO2-neutrals varevogne med lav vedligeholdelse og grøn ejerafgift. Jeg er sikker på, at de kan gøre en positiv forskel i jeres forretning :) Mvh. Christian  | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvordan arbejder I med at optimere jeres flådes effektivitet? Hvis du er interesseret, kan jeg fortælle mere om vores CO2-neutrals varevogne som har 460 km rækkevidde, hurtig opladning og lav vedligeholdelse. Jeg er sikker på, at de kan hjælpe med at reducere både jeres omkostninger og miljøpåvirkning :) Mvh. Christian  | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvordan håndterer I transport/logistik i fødevarebranchen? Hvis du er interesseret, vil jeg meget gerne fortælle mere om vores CO2-neutrals varevogne med hurtig opladning og lav vedligeholdelse, som kan gøre jeres transport mere effektiv :) Mvh. Christian   | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvilke bæredygtighedsinitiativer er I mest stolte af i jeres virksomhed? Hvis du er interesseret, kan jeg fortælle mere om vores CO2-neutrals varevogne, som kan hjælpe jer i den grønne omstilling og samtidig reducere driftsomkostninger med op til 4.000 om måneden, hvis I fx. kommer fra diesel :) Mvh. Christian   |
| 2 | Jeg har lige fået lov til at tilbyde jer, at prøve vores varevogne gratis i en uge. Kunne det være interessant? :)  | Jeg har lige fået lov til at tilbyde jer, at prøve vores varevogne gratis i en uge. Kunne det være interessant? :)  | Jeg har lige fået lov til at tilbyde jer, at prøve vores varevogne gratis i en uge. Kunne det være interessant? :)  | Jeg har lige fået lov til at tilbyde jer, at prøve vores varevogne gratis i en uge. Kunne det være interessant? :)  |
| 3 | Der er forresten ny lovgivning fra 1. januar, som medfører nye CO2-afgifter. Disse kan undgås med vores grønne varevogne (som også forbedrer jeres bæredygtige profil og ESG-regnskab). Staten har også afsat 75 mio. i støtte til køb af grønne vogne, så I kan gøre en god handel :) Du kan læse mere om det her:<br><a href="http://www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/">www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/</a> | Der er forresten ny lovgivning fra 1. januar, som medfører nye CO2-afgifter. Disse kan undgås med vores grønne varevogne (som også forbedrer jeres bæredygtige profil og ESG-regnskab). Staten har også afsat 75 mio. i støtte til køb af grønne vogne, så I kan gøre en god handel :) Du kan læse mere om det her:<br><a href="http://www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/">www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/</a> | Der er forresten ny lovgivning fra 1. januar, som medfører nye CO2-afgifter. Disse kan undgås med vores grønne varevogne (som også forbedrer jeres bæredygtige profil og ESG-regnskab). Staten har også afsat 75 mio. i støtte til køb af grønne vogne, så I kan gøre en god handel :) Du kan læse mere om det her:<br><a href="http://www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/">www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/</a> | Der er forresten ny lovgivning fra 1. januar, som medfører nye CO2-afgifter. Disse kan undgås med vores grønne varevogne (som også forbedrer jeres bæredygtige profil og ESG-regnskab). Staten har også afsat 75 mio. i støtte til køb af grønne vogne, så I kan gøre en god handel :) Du kan læse mere om det her:<br><a href="http://www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/">www.danskindustri.dk/medlemsforeninger/foreningsites/atl/nyhedsmappe/2024/05/75-millioner-til-grønne-lastbiler/</a> |

## Best Practice: Splittest minimum 3 forskellige beskeder af

# Automatic Relationship Building

|                  | Fleet Managers   | Owners and Executives  | Food and Beverage  | Procurement  |
|------------------|--|--|--|--|
| 1:               | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvordan arbejder I med at optimere jeres flådes effektivitet? Hvis du er interesseret, kan jeg fortælle mere om vores CO2-neutrale varevogne som har 460 km rækkevidde, hurtig opladning og lav vedligeholdelse. Jeg er sikker på, at de kan hjælpe med at reducere både jeres omkostninger og miljøpåvirkning :) Mvh. Christian   | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvilke bæredygtighedsinitiativer er I mest stolte af i jeres virksomhed? Hvis du er interesseret, kan jeg fortælle mere om vores CO2-neutrale varevogne, som kan hjælpe jer i den grønne omstilling og samtidig reducere driftsomkostninger med op til 4.000 om måneden, hvis I fx. kommer fra diesel :) Mvh. Christian  | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvordan håndterer I transport/logistik i fødevarebranchen? Hvis du er interesseret, vil jeg meget gerne fortælle mere om vores CO2-neutrale varevogne med hurtig opladning og lav vedligeholdelse, som kan gøre jeres transport mere effektiv :) Mvh. Christian  | Hej %%first_name%%, tak for forbindelsen! Jeg hedder Christian og kommer fra Renault Trucks. Jeg er nysgerrig – hvilke bæredygtige løsninger har I allerede implementeret i jeres indkøbsstrategi? Hvis du er interesseret, vil jeg meget gerne fortælle mere om vores CO2-neutrale varevogne med lav vedligeholdelse og grøn ejerafgift. Jeg er sikker på, at de kan gøre en positiv forskel i jeres forretning :) Mvh. Christian   |
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| Acceptance rate: | 37%  | 41%  | 10%  | 35%  |
| Reply rate:      | 71%  | 49%  | 50%  | 56%  |
| Interest shown:  | 40%  | 24%  | 0%   | 19%  |
| Meetings:        | 1  | 4  | 0  | 2  |

# Automatic Relationship Building

## Best Practice: Splittest minimum 3 different messages

**Message 1 (hook 5):** Test af jeres dyner i Sleep Lab med Simon test robot

**Subject:** Get a free test from the experts at DYKON in Denmark

Hi %%first\_name%%,

I am aware of your striving to target your duvet range to your customers. Therefore, I would like to offer you the unique opportunity to have one of your duvets tested in our state-of-the-art Sleep Lab, using our advanced robot "Simon", as well as in our laboratory recognized by EDFA.

This process will help you to understand how your duvet performs in real-life conditions and ensure that you continue to provide the best possible comfort and quality.

Would you like to arrange a testing of one of your products?

**Message 2 (hook 3):** Gratis sample box.

**Subject:** Discover the DYKON difference - free sample box

Hi %%first\_name%%,

I've been looking into %%company%% and know that choosing the right bedding products is crucial. We'd like to make that decision easier for you by sending a free sample box of our premium down products, tailored specifically to your needs. This way, you can feel the quality and see the difference for yourself.

Would you like to receive a sample box? Let's discuss your requirements so we can customise it just for you.

Best regards,

Kristian ▾

**Message 3 (hook 4):** Gratis dyne og pude, så de kan prøve det.

\*Note: should only be send to target audience from Germany, south korea, US and Canada + only selected customers approved by DYKON

**Subject:** Sleep on it - Try our premium duvet and pillow for free

Hi %%first\_name%%,

I've taken a look at %%company%% and noticed your commitment to quality. At DYKON, we believe in showing rather than telling, which is why I would like to offer you a free duvet and pillow from our premium collection. This will allow you to personally experience the comfort and quality we're known for. I'm confident that once you try our products, you'll see why they could be the perfect addition to %%company%%'s offerings.

Would you like to receive these samples? I can arrange delivery at your convenience.

Best regards,

Kristian ▾

**Message 4 (hook 2):** Gratis rådgivning.

**Subject:** Optimise product range with our free expert consultation

Hi %%first\_name%%,

I've noticed %%company%%'s impressive presence in the industry. Being experts since 1947 in down duvets and pillows, we're offering a free consultation where our team will provide tailored advice on %%company%%'s current product range. Whether you're considering new additions or evaluating existing products, we'll share our insights to ensure your portfolio perfectly meets your customers' needs.

When would be a good time for a quick call to discuss how we can assist you?

Best regards,

Kristian ▾

# Automatic Relationship Building

How are the answers **handled**?

| Navn:                               | Virksomhed:                  | Stilling:   | LinkedIn URL:   | Status:    | Note   | Kampagne           | Overblik: | Pipeline værdi opbygget: |
|-------------------------------------|------------------------------|---|---|------------|--|--------------------|-----------|--------------------------|
| Mohamad Zeaiter                     | KF VikarService              | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... | x         | 7                        |
| Mikkel Carlsson                     | EL-Gruppen A/S               | Medejer   | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  | Ræk ud hurtigt muligt.   | Owners and Exec... | x         | 29                       |
| Jakob E. Nygaard                    | Scanlog Shipping ApS         | Director / Co-Owner                                 | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Møde       | Relevant. Mere værd end 125k i overskud. Formentlig flere biler. Snart møde.         | Owners and Exec... | x         | 15                       |
| Mikkel Bryde                        | BRYDE & SØNNER A/S           | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Møde       | Relevant. Skal skifte biler. Flere biler. Mere værd end 125k i overskud. Snart møde. | Owners and Exec... | x         | 0                        |
| Darnell Marent                      | Future Impact Nordics        | Co-Owner  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Brian Andersen - Senior specialist/ | SaveTheNature.com            | Founder at SaveTheNature.com                        | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Frederik Gade Lind                  | Catapult Projects            | Co-Founder & bygningskonstruktør                    | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Karin Beukel                        | ONE THIRD                    | Board Member  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Owners and Exec... |           |                          |
| Mathias Johansen                    | Riise VVS ApS                | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Mild Karoon-ngampun                 | UPCYDE                       | Chief Executive Officer                             | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Matthias K. F. Illum                | CPK Gruppen                  | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Jesper Jørgensen                    | Entreprenør J Jørgensen      | ejer  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Owners and Exec... |           |                          |
| Morten Hjorth                       | Nordiq Group A/S             | Chief Operations Officer                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Møde       | Relevant. Leasing. Ikke aftalt møde endnu.   | Owners and Exec... | x         |                          |
| Martin Kaa                          | Flex Skilte                  | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Ernst Kristensen                    | Bryggeriet Skands A/S        | Owner   | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Henrik Hvid                         | MIS Recycling A/S            | Owner, Dir Of Operations                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Nicklas Andersen                    | Glamster Andersen            | Indehaver   | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Christian Mørck                     | QuickImport ApS              | Einkäufer   | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Heidi Skovsgaard Sall               | Aasted                       | Procurement product partner                         | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Kim Kristensen                      | Vestforbrænding              | Forsynings- og Indkøbskonsulent                     | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Lars Konrad, CEO Scandinavian Bag   | Scandinavian Baggage Service | Co-founder and CEO Scandinavian Baggage Service CPH | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Owners and Exec... |           |                          |
| Casper Grøn                         | Restaurant Kaj ApS           | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  | Ræk ud hurtigt muligt.   | Owners and Exec... |           |                          |
| Søren Brygmann                      | Rego Development             | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Owners and Exec... |           |                          |
| Ljubo Orec                          | GP Ventilation ApS           | Owner at GP Ventilation ApS                         | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Lasse Markussen Arre                | Ambrosia Group               | Indkøber  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Procurement v1     |           |                          |
| Niels Christensen                   | Kryta A/S                    | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Francisco F. Mortensen              | Keolis Danmark               | Strategic Sourcing Manager                          | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Procurement v1     |           |                          |
| Irina Heller Henriksen              | Scania Danmark               | Junior indkøbskoordinator                           | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Allan Fischer                       | Mediq Danmark A/S            | Purchaser   | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Lisa Helsted                        | Logstrup                     | Indkøber  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Henvisning |  | Procurement v1     |           |                          |
| Iars Kielberg Nielsen               | City Elevator                | Administrerende direktør                            | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Emil Rasmussen                      | Danpest Skadedyrsservice     | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Owners and Exec... |           |                          |
| Kenneth Juul                        | Lokaltog                     | Chef for Strategiske Indkøb og Sourcing             | <a href="https://www.linkedin.com/sales/lead/ACV...">https://www.linkedin.com/sales/lead/ACV...</a> | Interesse  |  | Procurement v1     |           |                          |

# Automatic Relationship Building

How are the answers **handled**?

| A1 | A               | B                        | C                                    | D               | E   | F                       | G                                 | H  | I                               | J                  | K   | L   | M |
|----|-----------------|--------------------------|--------------------------------------|-----------------|---|-------------------------|-----------------------------------|--|---------------------------------|--------------------|---|---|---|
| 1  | Submission Date | Form Title               | Fulde navn* Email*                   | Telefon*        | Hvor har du hørt om Hvad vil du gerne tale nr                   | What did you talk about |                                   | Job titel  | Virksomhedsnavn                 | Antal medarbejdere | Website URL   | Industri  |   |
| 2  | 25/07/2024      | Bill Gates               | b.gates@microsoft.com                | +845-476-0128   | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | Co-chair   | Bill & Melinda Gates Foundation | 120                | <a href="https://www.gatesnotes.com/">https://www.gatesnotes.com/</a>                           | Charity   |   |
| 3  | 04/09/2024      | Sune Schnack             | suneschnack@gmail.com                | +4570151505     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | CEO  | Flügger group A/S               | 573                | <a href="http://www.flugger.com">http://www.flugger.com</a>                                     | Chemical Manufacturing                                |   |
| 4  | 05/09/2024      | Marjan Nikolovski        | maac111@yahoo.com                    |                 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Innovation Lead   Strategi                       | THE NEW WAY                     | 28                 | <a href="http://www.cbnet.com">http://www.cbnet.com</a>   | Business Consulting and Services                      |   |
| 5  | 05/09/2024      | Dorthe Rix Nielsson      | frunielsson48@gmail.com              | +4521668721     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               | kontakt Line Udengaard            | Chief Commercial Officer ( Unit IT               |                                 | 253                | <a href="https://unit-it.dk/">https://unit-it.dk/</a>   | IT Services and IT Consulting                         |   |
| 6  | 05/09/2024      | Allan Riis               | allannrlis@me.com                    |                 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | Owner of Satair MarketPlace Satair               |                                 | 882                | <a href="http://www.satair.com">http://www.satair.com</a>                                       | Aviation and Aerospace Component Manufacturing        |   |
| 7  | 06/09/2024      | Thomas Ringstrøm         | thr@trifork.com                      | +4571705354     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               |                                   | Head of Capture (Pre-sales Trifork               |                                 | 645                | <a href="http://trifork.com">http://trifork.com</a>   | Software Development                                  |   |
| 8  | 06/09/2024      | Jacob Aleksander Nielsen | jacoba10@hotmail.com                 |                 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               |                                   | Global Marketing   Agree Agreena                 |                                 | 343                | <a href="http://www.agreena.com">http://www.agreena.com</a>                                     | Farming   |   |
| 9  | 06/09/2024      | Trine Bastian            | trine.bastian@yahoo.com              | +45 70 60 58 82 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Head of Communications AJ Vaccines               |                                 | 1                  | <a href="https://www.bastiankommunikation.dk/">https://www.bastiankommunikation.dk/</a>         | Professional Training & Coaching                      |   |
| 10 | 06/09/2024      | Cecilie Hansen           | cecille@mantu.dk                     | +45 41161314    | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Google Form sendt       |                                   | Founder MANTU-REKRUTT MANTU                      |                                 |                    |   | Human Resources                                       |   |
| 11 | 06/09/2024      | Ole Schützack            | o_schultzsack@hotmail.com            | +4529743043     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | CCO   VP   Leadership   Tr LTP Group             |                                 | 229                | <a href="https://www.ltpgroup.com/?newsletter=yes">https://www.ltpgroup.com/?newsletter=yes</a> | Textile Manufacturing                                 |   |
| 12 | 06/09/2024      | Jes Badstue Pedersen     | jes@badstue.net                      | +4527128793     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Google Form sendt       |                                   | Customer Experience Lead Allente Nordic          |                                 | 297                | <a href="https://www.infosys.com">https://www.infosys.com</a>                                   | Broadcast Media Production and Distribution           |   |
| 13 | 08/09/2024      | Henrik Parker            | henrikparker78@gmail.com             | +4531770612     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Chief Financial Officer & E Pharmacosmos         |                                 | 348                | <a href="http://www.pharmacosmos.com">http://www.pharmacosmos.com</a>                           | Pharmaceutical Manufacturing                          |   |
| 14 | 09/09/2024      | Martin Nyberg            | martin@nybe.dk                       | +45 2929 8200   | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               | kontakt Ida Riviere               | Managing Director at Post PostNord Strålfors     |                                 | 644                | <a href="http://www.stralfors.com">http://www.stralfors.com</a>                                 | IT Services and IT Consulting                         |   |
| 15 | 09/09/2024      | Jacqueline Farlov        | jacqueline.farlov@outlook.dk         | 0045-52622333   | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | Director of Sales @ Danfoss Danfoss IXA          |                                 | 279                | <a href="http://www.danfoss-ixa.com">http://www.danfoss-ixa.com</a>                             | Appliances, Electrical, and Electronics Manufacturing |   |
| 16 | 09/09/2024      | Jacob Christensen        | jacob@businessinsport.dk             | +4521435868     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           | Ny kontakt november 24            | Salgsdirektør hos Schultz                        | Schultz A/S                     | 245                | <a href="https://schultz.dk">https://schultz.dk</a>   | IT Services and IT Consulting                         |   |
| 17 | 09/09/2024      | Lisbeth Simonsen         | lisbeth.simonsen@hotmail.com         | 4560200503      | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               | kontakt Anja Bruun Meinicke       | Sales enthusiast                                 | 25hours Hotels                  | 698                | <a href="https://www.25hours-hotels.com">https://www.25hours-hotels.com</a>                     | Hospitality   |   |
| 18 | 10/09/2024      | Simon Taylor             | simonphilip.taylor@gmail.com         | +45 3167 4253   | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Senior Director & Co-founder Position Green      |                                 | 352                | <a href="https://www.positiongreen.com/">https://www.positiongreen.com/</a>                     | Software Development                                  |   |
| 19 | 10/09/2024      | Peter Dahl Inselseth     | peter.jorgensen@securityscorecard.io | +4531391131     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               |                                   | Sales Director   Nordics ar SecurityScorecard    |                                 | 540                | <a href="https://securityscorecard.com">https://securityscorecard.com</a>                       | Computer and Network Security                         |   |
| 20 | 11/09/2024      | Lars Kyrø                | larskyro@hotmail.com                 | 60506173        | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               | sendt agenda                      | VP   Commercial   P&L   Scandlines               |                                 | 719                | <a href="http://www.scandlines.com">http://www.scandlines.com</a>                               | Truck Transportation                                  |   |
| 21 | 12/09/2024      | Richard Magnus Jacobsen  | richardmagnus76@hotmail.com          | +298 274817     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | AI Data Analytics   Smart ORBCOMM                |                                 | 854                | <a href="https://www.orbcomm.com/">https://www.orbcomm.com/</a>                                 | Software Development                                  |   |
| 22 | 13/09/2024      | Ida Steier               | ida.stoier@gmail.com                 |                 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Associate Partner & Head Radiant                 |                                 | 66                 | <a href="https://radiant.dk">https://radiant.dk</a>   | Business Consulting and Services                      |   |
| 23 | 13/09/2024      | Morten Raahauge Nielsen  | mortenraahauge@gmail.com             | 31202001        | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Salgsleder hos Djøf Forsikr Djøf                 |                                 | 633                | <a href="http://www.djøef.dk">http://www.djøef.dk</a>   | Civic and Social Organizations                        |   |
| 24 | 13/09/2024      | Kenneth Klaschka         | k.klaschka66@gmail.com               | 40622084        | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke interesseret       |                                   | Bedriver vækst hos FK Dist FK Distribution A/S   |                                 | 480                | <a href="http://www.fk.dk">http://www.fk.dk</a>   | Truck Transportation                                  |   |
| 25 | 15/09/2024      | Bibbi Dimitrova          | bibi_dimitrov@icloud.com             | +4530377894     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | Partnerchef til tillidsrepræ Codan Forsikring    |                                 | 860                | <a href="https://www.codan.dk">https://www.codan.dk</a>   | Insurance   |   |
| 26 | 15/09/2024      | Bibbi Dimitrova          | bibi_dimitrov@icloud.com             | +4530377894     | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | Partnerchef til tillidsrepræ Codan Forsikring    |                                 | 860                | <a href="https://www.codan.dk">https://www.codan.dk</a>   | Insurance   |   |
| 27 | 15/09/2024      | Niels Rindom Gade        | nielsrindomgade@gmail.com            | 0045 22752459   | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Deltager                | har tilmeldt NielsNiels.gade@eter | Head of Sales Nordic hos E Eternity Technologies |                                 | 303                | <a href="http://www.eternitytechnologies.com">http://www.eternitytechnologies.com</a>           | Truck Transportation                                  |   |
| 28 | 16/09/2024      | Mikkel Lundø             | mikkel_lundo@hotmail.com             | +45 20 56 44 55 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | LanguageWire - Your AI pa LanguageWire           |                                 | 619                | <a href="https://www.languagewire.com">https://www.languagewire.com</a>                         | IT Services and IT Consulting                         |   |
| 29 | 16/09/2024      | Mikkel Lundø             | mikkel_lundo@hotmail.com             | +45 20 56 44 55 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Ikke den dato           |                                   | LanguageWire - Your AI pa LanguageWire           |                                 | 619                | <a href="https://www.languagewire.com">https://www.languagewire.com</a>                         | IT Services and IT Consulting                         |   |
| 30 | 16/09/2024      | Anders Rosendahl         | anders2000@gmail.com                 |                 | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Interesse               | Thure Krarup kontaktes            | Head of Communications, Nrep                     |                                 | 494                | <a href="http://www.nrep.com">http://www.nrep.com</a>   | Real Estate   |   |
| 31 | 16/09/2024      | Rasmus Raahauge Nielsen  | rasmus.raahauge@live.dk              | +45 27950821    | <a href="https://www.linkedin.com">https://www.linkedin.com</a> | Google Form sendt       | Send Form.                        | Sales Executive   Sales St Danofice IT           |                                 | 261                | <a href="http://www.danofficeit.com">http://www.danofficeit.com</a>                             | IT Services and IT Consulting                         |   |

# Case study

## Medicinal industrien

- **Situation:** Would like to have more meetings , build relations to potential customers.
- **Problem:** They do not have enough meetings.

**Project managers** for medical companies



|                   |                                |
|-------------------|--------------------------------|
| Profil:           |                                |
| Virksomhed:       |                                |
| Opstart:          | April 2024                     |
| Stilling:         |                                |
| CEO and Partner   |                                |
| Profiloverskrift: |                                |
| CEO and Partner @ | A/S   B.E., Project Management |



|           | Requests | Accepted | Messages | Responded | Response Rate |
|-----------|----------|----------|----------|-----------|---------------|
| April     | 52       | 26       | 22       | 7         | 27%           |
| Maj       | 706      | 355      | 820      | 179       | 50%           |
| Juni      | 543      | 239      | 554      | 93        | 39%           |
| Juli      | 275      | 155      | 446      | 94        | 61%           |
| August    |          |          |          |           |               |
| September |          |          |          |           |               |
| Oktober   |          |          |          |           |               |

|                  | Kundefokus   Program and Project Management   | Kundefokus   51 forskellige jobtitler   | Rekruttering   Engineers og specialister i pharma   |
|------------------|---|---|---|
| 1:               | <p>Hej %%first_name%%,</p> <p>Tak for connection :) Jeg prøver at udvide mit pharma-netværk på LinkedIn, så håber at det er okay, at jeg rækker ud? Jeg går nemlig og bokser med et emne, som jeg mangler noget sparring på - hvordan sikrer du som projektleder, at dine projekter ikke bare når i mål, men også lever op til en høj kvalitet? Ville elske at høre din tilgang eller nogle tips, du måske har :)</p> <p>/Jonas</p> | <p>Hej %%first_name%%,</p> <p>Tak for connection :) Jeg prøver at udvide mit pharma-netværk på LinkedIn, så håber at det er okay, at jeg rækker ud? Jeg går nemlig og bokser med et emne, som jeg mangler noget sparring på - hvordan sikrer du som projektleder, at dine projekter ikke bare når i mål, men også lever op til en høj kvalitet? Ville elske at høre din tilgang eller nogle tips, du måske har :)</p> <p>/Jonas</p> | <p>Hej %%first_name%%,</p> <p>Tak for connection :) Jeg prøver at udvide mit pharma-netværk på LinkedIn, så håber at det er okay, at jeg rækker ud? Jeg går nemlig og bokser med et emne, som jeg mangler noget sparring på - hvordan kombinerer du de utallige opgaver som pharma-specialist, med en sund work-life balance? Ville elske at høre din tilgang eller nogle tips, du måske har :)</p> <p>/Jonas</p> |
| 2:               | <p>Jeg har faktisk tidligere arbejdet som projektleder inden for pharma, hvor jeg ofte oplevede udfordringen med at balancere manglende ressourcer og stramme deadlines med at finde de rette projektdeltagere og samtidig opretholde en høj projektkvalitet. Jeg ved, at mange deler samme udfordring, føler sig pressede og aldrig er helt tilfredse med hverken tempoet eller kvaliteten. Deler du samme oplevelse?</p>          | <p>Jeg har faktisk tidligere arbejdet som projektleder inden for pharma, hvor jeg ofte oplevede udfordringen med at balancere manglende ressourcer og stramme deadlines med at finde de rette projektdeltagere og samtidig opretholde en høj projektkvalitet. Jeg ved, at mange deler samme udfordring, føler sig pressede og aldrig er helt tilfredse med hverken tempoet eller kvaliteten. Deler du samme oplevelse?</p>          | <p>Jeg har faktisk tidligere arbejdet som specialist inden for pharma, hvor jeg ofte oplevede udfordringen med aldrig at have nok tid og det at jonglere for mange opgaver på én gang. Den konstante spredning af fokus resulterede i, at jeg aldrig følte, jeg kunne levere mit arbejde med den kvalitet eller i det tempo, jeg ønskede. Deler du den samme oplevelse?</p>                                       |
| 3:               | <p>Hey, beklager at jeg rækker ud igen - kan sagtens forestille mig, at du har travlt. Jeg tror virkelig, at vi kunne bidrage med noget værdifuld sparring til hinanden :) Har du tid til et kort opkald eller måske en kaffe i den kommende uge?</p>   | <p>Hey, beklager at jeg rækker ud igen - kan sagtens forestille mig, at du har travlt. Jeg tror virkelig, at vi kunne bidrage med noget værdifuld sparring til hinanden :) Har du tid til et kort opkald eller måske en kaffe i den kommende uge?</p>   | <p>Hey, beklager at jeg rækker ud igen - kan sagtens forestille mig, at du har travlt. Jeg tror virkelig, at vi kunne bidrage med noget værdifuld sparring til hinanden :) Har du tid til et kort opkald eller måske en kaffe i den kommende uge?</p>   |
| Acceptance rate: | 43%   | 47%   | 62%   |
| Reply rate:      | 49%   | 46%   | 54%   |
| Interesse:       | 19  | 41  | 68  |
| Møder aftalt:    | 4   | 11  | 23  |
| Mødeprocent:     | 4.9%  | 7.5%  | 21.1%   |

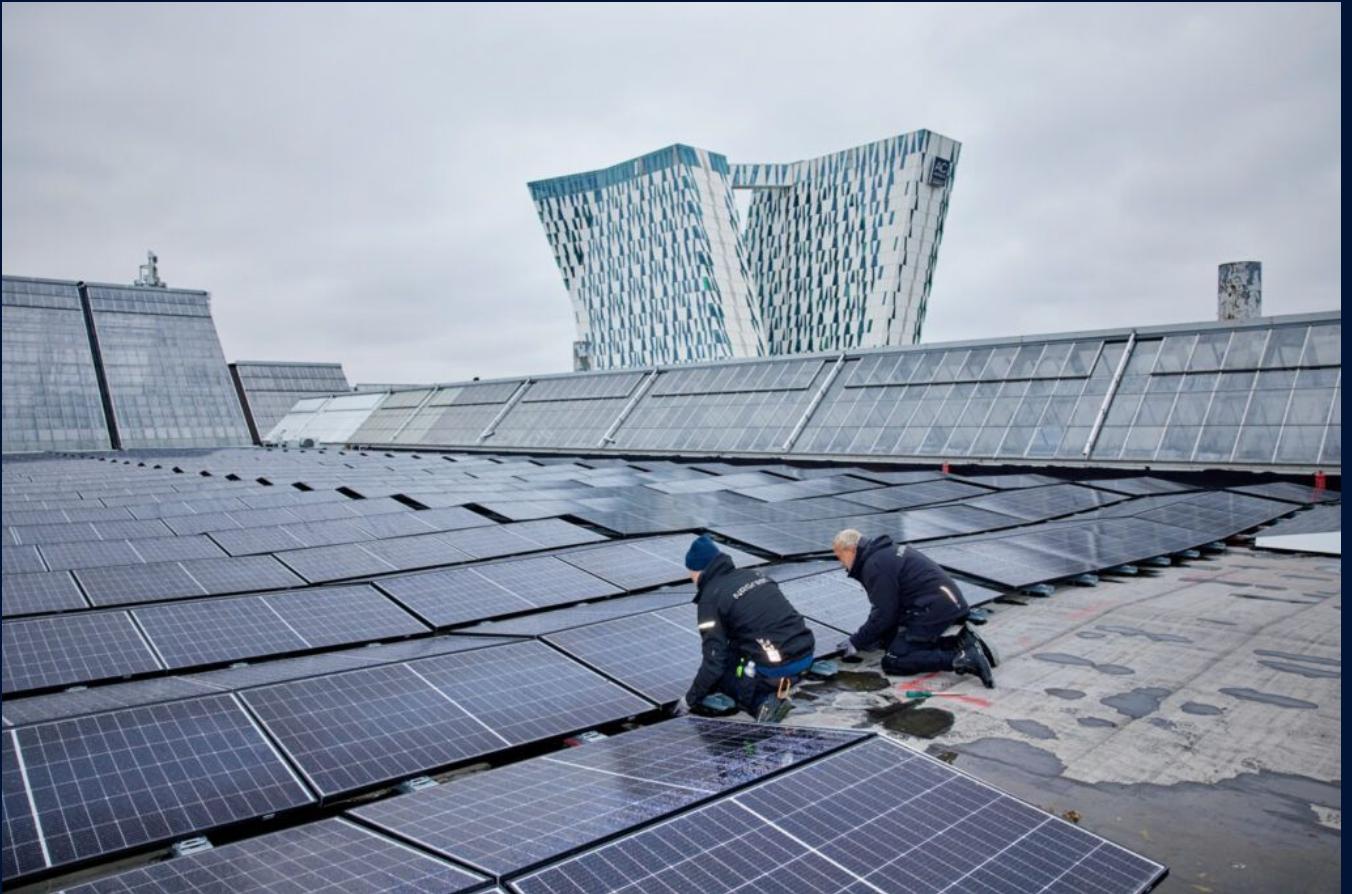
| Navn: | Virksomhed:            | Stilling:  | Email:  | Status:        | Note   | Overblik:               |
|-------|------------------------|--|---|----------------|--|-------------------------|
|       | Xellia Pharmaceuticals | Technical Specialist   | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Interesse      |  | Møde 44                 |
|       | Fertin Pharma A/S      | Sr. Quality Assurance specialist with responsibility for validation of compu | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Ikke interesse |  | Interesse 39            |
|       | Novo Nordisk           | Technical Director   | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Interesse      |  | Uafklaret 10            |
|       | Stevanato Group        | Senior Supplier Quality Specialist   | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Interesse      |  | Ikke interesse 1        |
|       | Agilent Technologies   | Supplier Quality Specialist  | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Interesse      |  | Interesse / Uafklaret 0 |
|       | Alfa Laval             | Technical Support Specialist   | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Møde           |  |                         |
|       | GN Group               | Quality Manager  | <a href="https://www.linkedin.com/sales/lead/ACwAAABgq">https://www.linkedin.com/sales/lead/ACwAAABgq</a> | Interesse      |  |                         |
|       | Ascendis Pharma        | Director   | <a href="https://www.linkedin.com/in/ACwAAABgq">https://www.linkedin.com/in/ACwAAABgq</a>                 | Møde           | Blev der afholdt et møde d.22 eller d. 24 maj?   |                         |
|       | SPT VILECON            | Senior Quality Engineer  | <a href="https://www.linkedin.com/in/ACwAAAK7I">https://www.linkedin.com/in/ACwAAAK7I</a>                 | Møde           | Blev der afholdt et møde på mobil i uge 21?      |                         |
|       | GN Group               | Quality Manager  | <a href="https://www.linkedin.com/in/ACwAAATsL">https://www.linkedin.com/in/ACwAAATsL</a>                 | Møde           | Blev der afholdt et telefonsmøde?                |                         |
|       | Evosep Biosystems      | Sales Specialist Nordics   | <a href="https://www.linkedin.com/in/ACwAAAAw">https://www.linkedin.com/in/ACwAAAAw</a>                   | Møde           | Blev der aftalt et kaffemøde?                    |                         |
|       | FORCE Technology       | CFD specialist   | <a href="https://www.linkedin.com/in/ACwAABKD">https://www.linkedin.com/in/ACwAABKD</a>                   | Møde           | Blev der aftalt et nyt møde i slutningen af maj? |                         |
|       | GN Group               | Senior Global Quality Engineer   | <a href="https://www.linkedin.com/in/ACwAAABB1">https://www.linkedin.com/in/ACwAAABB1</a>                 | Møde           | Blev der aftalt et nyt møde?                     |                         |
|       | NNE                    | Senior Specialist, Finished Products, NNE                                    | <a href="https://www.linkedin.com/in/ACwAAABk">https://www.linkedin.com/in/ACwAAABk</a>                   | Møde           | Er der blevet aftalt et møde?                    |                         |
|       | Xellia Pharmaceuticals | Continuous Improvement Specialist  | <a href="https://www.linkedin.com/in/ACwAAAzU">https://www.linkedin.com/in/ACwAAAzU</a>                   | Møde           | Er der blevet aftalt et møde?   Afholdt et møde? |                         |
|       | Phillips-Medisize      | Senior Quality Engineer - Supplier   | <a href="https://www.linkedin.com/in/ACwAAAIwC">https://www.linkedin.com/in/ACwAAAIwC</a>                 | Møde           | Er der blevet aftalt et møde?   Afholdt et møde? |                         |
|       | BK Medical             | Senior Quality Engineer  | <a href="https://www.linkedin.com/in/ACwAAAA-E">https://www.linkedin.com/in/ACwAAAA-E</a>                 | Møde           | Er der blevet aftalt et møde?   Afholdt et møde? |                         |
|       | Bavarian Nordic        | Process Specialist   | <a href="https://www.linkedin.com/in/ACwAAApR">https://www.linkedin.com/in/ACwAAApR</a>                   | Møde           | Fik I afholdt møde den 4/6 i Ballerup            |                         |
|       | Radiometer             | R&D Specialist, Product Sustainability                                       | <a href="https://www.linkedin.com/in/ACwAAALar">https://www.linkedin.com/in/ACwAAALar</a>                 | Møde           | Har I aftalt et møde?                            |                         |
|       | Demant                 | Principal Software Process and Compliance Specialist                         | <a href="https://www.linkedin.com/in/ACwAAACyL">https://www.linkedin.com/in/ACwAAACyL</a>                 | Møde           | Har I aftalt et møde?                            |                         |
|       | GEA Group              | CAD designer Pharma  | <a href="https://www.linkedin.com/in/ACwAAAVIA">https://www.linkedin.com/in/ACwAAAVIA</a>                 | Møde           | Har I aftalt et møde?                            |                         |
|       | Agilent Technologies   | Senior Quality Assurance Specialist  | <a href="https://www.linkedin.com/in/ACwAAADT">https://www.linkedin.com/in/ACwAAADT</a>                   | Møde           | Har I fået talt i telefon sammen?                |                         |
|       | Fertin Pharma A/S      | Senior Manager, PCCE/HFE & PS  | <a href="https://www.linkedin.com/in/ACwAAAn5I">https://www.linkedin.com/in/ACwAAAn5I</a>                 | Møde           | Har I fået talt i telefon sammen?                |                         |
|       | Novo Nordisk           | Validation Area Specialist   | <a href="https://www.linkedin.com/in/ACwAAAET">https://www.linkedin.com/in/ACwAAAET</a>                   | Møde           | Har I fået talt i telefon sammen?                |                         |
|       | Radiometer             | Senior Specialist  | <a href="https://www.linkedin.com/in/ACwAAAx8">https://www.linkedin.com/in/ACwAAAx8</a>                   | Møde           | Har I fået talt i telefon sammen?                |                         |

# Case study

## Real Estate business

- **Situation:** Would like to have more meetings , build relations to potential customers and know who is the decision maker on the solar cell area .
- **Problem:** They did a lot of cold calling, but got low quality meetings.

**Solceller til store virksomheder**





## Økonomi og besparelser

## Grøn omstilling

## Nemt projekt

|                  |   |   |   |
|------------------|---|---|---|
|                  |   |   |   |
| 1:               | Hej %%first_name%%, tak for at connecte. Jeg er stødt på jeres forretning af flere omgange, og nu kunne jeg ikke dy mig for at række ud længere - det håber jeg er OK.😊 Jeg hedder Valdemar og kommer fra Ownel, hvor vi hjælper virksomheder med at blive grønnere gennem vores solcelleløsninger uden upfront investering. Vi har 30 års erfaring med leasing og vores kunder reducerer i gennemsnit deres elregninger med 27%. Er det noget, som kunne være interessant for jer? | Hej NAVN, tak for at connecte. Jeg er stødt på jeres imponerende forretning af flere omgange, og nu kunne jeg ikke dy mig for at række ud længere - det håber jeg er OK.😊 Jeg hedder Valdemar og kommer fra Ownel, hvor vi hjælper virksomheder med at blive grønnere gennem vores solcelleløsninger uden upfront investering. Vi har 30 års erfaring med leasing og vores kunder reducerer i gennemsnit deres elregninger med 27%. Hvordan arbejder I med bæredygtighed i dag? | Hej NAVN, tak for at connecte. Jeg er stødt på jeres imponerende forretning af flere omgange, og nu kunne jeg ikke dy mig for at række ud længere - det håber jeg er OK.😊 Jeg hedder Valdemar og kommer fra Ownel, hvor vi gør det nemt for virksomheder at implementere solcelleanlæg. Vi tilbyder turnkey-projekter helt uden upfront omkostninger, hvor vi håndterer alt fra installation til løbende vedligeholdelse, service og opdateringer. Vi har 30 års erfaring inden for erhvervsleasing og vores kunder reducerer i gennemsnit deres elregninger med 27%. Er det noget, der kunne være interessant for jer? |
| 2:               | Jeg ved, at mange virksomheder er bekymrede for opstartsomkostningerne ved solcelleprojekter og derfor tilbyder vi solcelleløsninger uden upfront investering, så I kan spare penge fra dag ét. Vi tilbyder faktisk også en gratis content-pakke (koster normalt 25-30.000 kr.) med videoer og billeder, så I kan vise jeres grønne initiativer frem på sociale medier og hjemmeside :)   | Jeg ved, at mange virksomheder har svært ved at finde grønne initiativer og derfor gør vi det nemt for virksomheder at skifte til grøn energi. Vi tilbyder faktisk også en gratis content-pakke (koster normalt 25-30.000 kr.) med videoer og billeder, så I kan vise jeres grønne initiativer frem på sociale medier og hjemmeside :)  | Jeg ved, at mange virksomheder finder processen med at blive grønnere besværlig. Vi tilbyder en totalløsning, hvor vi udover at varetage hele projektet, også kan finansiere og servicere jeres anlæg, så I slipper for de hovedpiner. Vi tilbyder faktisk også en gratis content-pakke (koster normalt 25-30.000 kr.) med videoer og billeder, så I kan vise jeres grønne initiativer frem på sociale medier og hjemmeside :)  |
| 3:               | Må vi udarbejde en business case med specifikke tal om besparelser og grønne fordele baseret på jeres faciliteter og strømforbrug? Alternativt kan vi tage en kort snak i næste uge, hvis det passer? :)  | Må vi udarbejde en business case med specifikke tal om besparelser og grønne fordele baseret på jeres faciliteter og strømforbrug? Alternativt kan vi tage en kort snak i næste uge, hvis det passer? :)  | Må vi udarbejde en business case med specifikke tal om besparelser og grønne fordele baseret på jeres faciliteter og strømforbrug? Alternativt kan vi tage en kort snak i næste uge, hvis det passer? :)  |
| Acceptance rate: | 47%   | 38%   | 29%   |
| Reply rate:      | 32%   | 39%   | 42%   |
| Interest shown:  | 8%  | 12%   | 12%   |

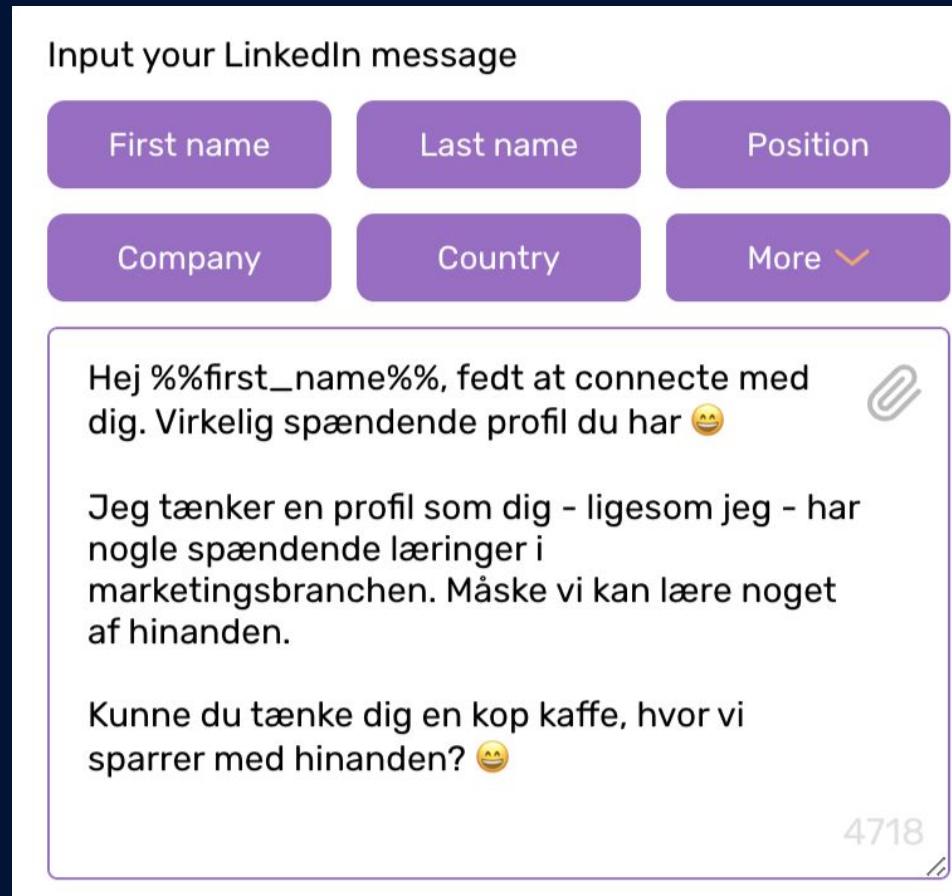
# Ejendomsbranchen

| Navn:                       | Virksomhed:                                   | Stilling:   | LinkedIn URL:   | Status:        | Note | Kampagne           | Overblik: |
|-----------------------------|---|---|---|----------------|------|--------------------|-----------|
| Lars Jensen                 | Royal Unibrew                                 | Chief Executive Officer   | <a href="https://linkedin.com/in/lars-jensen-6a70">https://linkedin.com/in/lars-jensen-6a70</a>                       | Ikke behov     |      | Økonomi og besp... |           |
| Peter Walter Høeg           | Hawk Solutions                                | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Møde           |      | Grøn omstilling    |           |
| Sten Søgaard                | Chromaviso                                    | CEO   | <a href="https://linkedin.com/in/sten-søgaard-7a2">https://linkedin.com/in/sten-søgaard-7a2</a>                       | Interesse      |      | Grøn omstilling    |           |
| Per Baltsen                 | TAXA 4x35                                     | CEO / Administrerende direktør  | <a href="https://linkedin.com/in/per-baltsen">https://linkedin.com/in/per-baltsen</a>                                 | Har solceller  |      | Grøn omstilling    |           |
| Henrik Dahl Jeppesen        | PKA Ejendomme                                 | Adm. direktør   | <a href="https://linkedin.com/in/henrikdahljeppesen">https://linkedin.com/in/henrikdahljeppesen</a>                   | Har solceller  |      | Økonomi og besp... |           |
| Ask Agger                   | Workz A/S                                     | CEO   | <a href="https://linkedin.com/in/askagger">https://linkedin.com/in/askagger</a>                                       | Ikke behov     |      | Økonomi og besp... |           |
| Henrik Karlsvø              | Coop Danmark                                  | Boardmember Brugsen Detail  | <a href="https://linkedin.com/in/henrik-karlsvov-0">https://linkedin.com/in/henrik-karlsvov-0</a>                     | Ikke behov     |      | Grøn omstilling    |           |
| Anne Rosenstand Hansen      | GN Group                                      | Epic Owner  | <a href="https://linkedin.com/in/anne-rosenstand-hansen">https://linkedin.com/in/anne-rosenstand-hansen</a>           | Ikke ansvarlig |      | Økonomi og besp... |           |
| Emil Møller Schwartz        | VELUX   | Facility specialist, Global Energy - Global Real Estate & Facility Services | <a href="https://linkedin.com/in/emil-møller-schwartz">https://linkedin.com/in/emil-møller-schwartz</a>               | Interesse      |      | Nemt projekt       |           |
| Rasmus Skovgaard            | RM Fintech                                    | CEO   | <a href="https://linkedin.com/in/rasmus-skovgaard">https://linkedin.com/in/rasmus-skovgaard</a>                       | Interesse      |      | Nemt projekt       |           |
| Rasmus Mejholm Larsen       | M/S Ejendomme                                 | Co-Founder  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Jan Suhr                    | Mangor & Nagel A/S                            | Bygningskonstruktør / BIM koordinator                                       | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Casper Holm Sørensen        | danbolig-kæden                                | Indehaver   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| David Engle                 | FlowTech Medical ApS                          | Founder and CEO   | <a href="https://linkedin.com/in/davidengle">https://linkedin.com/in/davidengle</a>                                   | Ikke behov     |      | Økonomi og besp... |           |
| Michael Rusbjerg            | FC Engelunden                                 | Bestyrelsesformand/ ejer  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Henvisning     |      | Økonomi og besp... |           |
| Rene Bjerkan                | Bravida Danmark A/S                           | Customer Manager  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Henvisning     |      | Grøn omstilling    |           |
| Anne Gaardsted Mogensen     | danbolig                                      | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Tomasz Wysocki              | European Energy                               | Programme Manager / Group Strategy, Sustainability & PMO                    | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Henvisning     |      | Økonomi og besp... |           |
| Kasper Lindøe Pedersen      | AP Pension                                    | Strategic Market & Concept Developer  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Henvisning     |      | Nemt projekt       |           |
| Peter Walter Høeg           | Hawk Solutions                                | Ejer  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Møde           |      | Grøn omstilling    |           |
| Søren Christiansen          | Omdrejningspunktet - salgscoach.nu            | Owner and consultant  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Simon Engelbrecht           | Copenhagen Fintech                            | Mentor  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Økonomi og besp... |           |
| Ilsur Khusainov             | Hempel A/S                                    | Key Account Manager, Marine   | <a href="https://www.linkedin.com/in/ilsurkhushainov">https://www.linkedin.com/in/ilsurkhushainov</a>                 | Henvisning     |      | Nemt projekt       |           |
| Pernille Ivalo Frandsen     | Ivalos Bryllup                                | Indehaver   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Nemt projekt       |           |
| Lene Tanggaard              | International Journal of Qualitative Research | Regional Editor   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Henvisning     |      | Økonomi og besp... |           |
| Jesper Andreasen            | Longhi Air                                    | Bestyrelsesmedlem   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Økonomi og besp... |           |
| Christian Paaske            | Xellia Pharmaceuticals                        | Technical Supporter   | <a href="https://www.linkedin.com/in/p-ingeni%C3%A6r">https://www.linkedin.com/in/p-ingeni%C3%A6r</a>                 | Henvisning     |      | Grøn omstilling    |           |
| Jesper Holm Bitzer          | Selmer Gruppen A/S                            | Analytics & Data Specialist   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Rasmus Mejholm Larsen       | M/S Ejendomme                                 | Co-Founder  | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Jan Suhr                    | Mangor & Nagel A/S                            | Bygningskonstruktør / BIM koordinator                                       | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Casper Holm Sørensen        | danbolig-kæden                                | Indehaver   | <a href="https://www.linkedin.com/sales/lead/ACv">https://www.linkedin.com/sales/lead/ACv</a>                         | Interesse      |      | Grøn omstilling    |           |
| Helle Oebo                  | AskovFonden                                   | adm.direktør  | <a href="https://linkedin.com/in/helle-oebo-98b046">https://linkedin.com/in/helle-oebo-98b046</a>                     | Ikke behov     |      | Økonomi og besp... |           |
| Karen Ottosen Kristoffersen | UNI-EACH GLOBAL                               | Executive Vice President and Strategic Consultant                           | <a href="https://linkedin.com/in/karen-ottosen-kristoffersen">https://linkedin.com/in/karen-ottosen-kristoffersen</a> | Ikke behov     |      | Nemt projekt       |           |

# Automatic Relationship Building

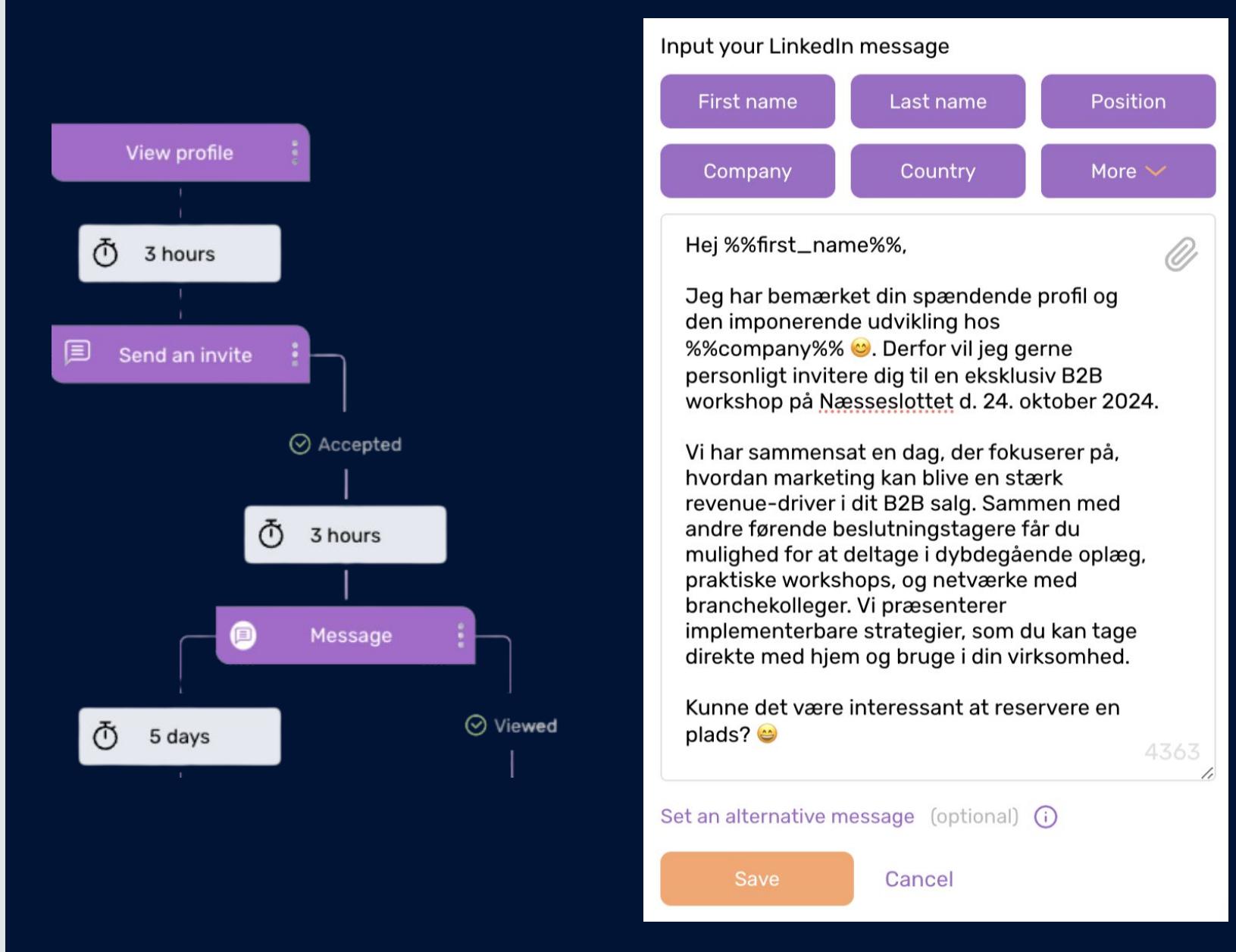
- Break the message barriere and build relations
- No announcement budget
- Full control of target setting
- 10 connections, likes and messages per day

## Egen headhunting og networking med branchen



# Automatic Relationship Building

- Break the message barriere and build relations
- No announcement budget
- Full control of target setting
- 10 connections, likes and messages per day



# Investment

## The Organic Growth solution 1

Basis: **190.000 DKK/month.**

Sales Navigator: 550 DKK/month/employee

**Automatic relationship building** (192.000 kr./month for 50 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

\*The first invoice is sent on the day of the Strategic Workshop and is invoiced 3 months in advance every 3 months.

\*All slides in the PDF must not be shared outside the organization without permission.

\*Elite Advertising is allowed to market a case study.

\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment

## The Organic Growth solution 1

Basis: **120.000 DKK/month.**

Sales Navigator: 550 DKK/month/employee

**Automatic relationship building** (120.000 kr./month for 30 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

\*The first invoice is sent on the day of the Strategic Workshop and is invoiced 3 months in advance every 3 months.

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# Investment

## The Organic Growth solution 1

Basis: **65.000 DKK/month.**

Sales Navigator: 550 DKK/month/employee

**Automatic relationship building** (65.000 kr./month for 15 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

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# Investment

## The Pipeline Growth solution

Basis: **35.000 DKK/month.**

### Automatic relationship building (35.000 kr./month for 7 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

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\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment

## The Pipeline Growth solution

Basis: **23.500 DKK/month.**

### LinkedIn organic workshop & content (6.500 kr./month):

- An organic workshop is held every 4 months, where we evaluate and brainstorm together to improve your organic presence.
- This includes 12 examples of posts for your next year's organic content strategy, and we will continuously analyze and optimize for performance and profile optimization.

### Automatic relationship building (19.000 kr./month for 3 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

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\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment

## The Pipeline Growth solution

Basis: **19.000 DKK/month.**

**Automatic relationship building** (19.000 kr./month for 3 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

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\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment



## The Pipeline Growth solution

Basis: **2.550 EUR/month.** (533 EUR/month for extra profiles)

### Automatic relationship building (19.000 kr./month for 3 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

\*The first invoice is sent on the day of the Strategic Workshop and is invoiced 3 months in advance every 3 months.

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\*Elite Advertising is allowed to market a case study.

\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment

## The Pipeline Growth solution

Basis: **15.000 DKK/month.**

### Automatic relationship building (15.000 kr./month for 2 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

\*The first invoice is sent on the day of the Strategic Workshop and is invoiced 3 months in advance every 3 months.

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\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Investment

## The Pipeline Growth solution

Basis: **10.000 DKK/month.**

### Automatic relationship building (10.000 kr./month for 1 profile):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

*Note: The above prices per service do not add up, as the investments are calculated as individual solutions, where the top investment includes a bulk benefit.*

### Terms

\*The first invoice is sent on the day of the Strategic Workshop and is invoiced 3 months in advance every 3 months.

\*All slides in the PDF must not be shared outside the organization without permission.

\*Elite Advertising is allowed to market a case study.

\*Elite Advertising gets monthly feedback to ensure continuous improvement of the collaboration.

# Pilot offerings

1. Pilot with 3 profiles (normal agreement).
2. No-cure-no-pay: 2-10.000 DKK per meeting first month.
3. First month free: Set goals and if we live up to those, they commit to continue. E.g.
  - +80 connections / month / profile.
  - 6-10 interests / month / profile.
  - (1-3 meetings / month / profile).

## The Pipeline Growth solution

Basis: **19.000 DKK/month.**

**Automatic relationship building** (19.000 kr./month for 3 profiles):

- Automates the work of partners/salespeople on LinkedIn by connecting, liking, and sending messages.

Duration: 3 months' notice.

# Next steps

- Identify audience.
  - Joshua: **Hungary** (maybe a few other countries - maybe Austria, Germany, Romania etc.).
  - Louise: **Ireland** (maybe Spain).
  - Alberto: **Spain** (maybe Portugal or Latin America).
  - Nusrat: **Indian**, Pakistan and Bangladesh (South Asian countries - Maybe Denmark)
  - Martin: **Sweden** (Maybe Australia).
- Login information to LinkedIn profiles.
- Upgrade your profile to Sales Navigator
  - **Alberto, Nusrat**, Martin (wait for 2 weeks - wrote to LI), Joshua (will do it in 1 hour or so), Louise (is trying - will do it later).
- Optimize LinkedIn profiles.
  - Headlines, description, job description and skills. [link to material](#)
- Create a mail @eliteadvertising.dk.
- Approve message and audience