



## LinkedIn is Disrupting How Your Business Competes. Learn Why.

With over 703,000,000 (that's 703 MILLION) people on the LinkedIn B2B platform, market disruption is exploding in every industry. Learn how to capitalize on this opportunity or stagnate in the current recession.

As an entrepreneur, mentor, advisor, and success coach, Craig Wasilchak has traveled the journey you're going on. As a top-notch speaker, he engages your audience on the power of B2B digital branding and lead generation.

If you need an expert team that fully understands how to help your business implement Social Media Marketing strategies from start to finish, Crushing B2B is here to help bring your company to the next level.



**CRAIG**  
**WASILCHAK**



### Who is Craig:

Craig Wasilchak is the founder and CEO of Crushing B2B Digital Strategies. Craig has over 25 years of experience in B2B Sales as the CEO of many companies, and is an alumnus of Baylor University. During the last quarter century, Craig built and sold several multimillion-dollar businesses. Most of his business success is due to his marketing and professional networking skills. Don't believe it? Just check him out and [connect with Craig on LinkedIn](#).

Craig's passion is coaching CEOs and executives on how to scale their businesses. Utilizing B2B branding and lead generation on social media

platforms is essential to this process. Craig teaches you how and why you must adapt to the new ways of B2B Social Media to own your marketplace.

It's hard to find a person with more experience than Craig at building LinkedIn lead generation systems. His **14 Step Crushing B2B System** is built on the **DMAIC** process. Craig has worked with major companies like Airbus Helicopter, Xerox, Epson, City of Arlington (Texas), D/FW Airport, and hundreds of others.

Craig focuses on sharing his B2B strategies with C-level executives. His passion is teaching business owners,

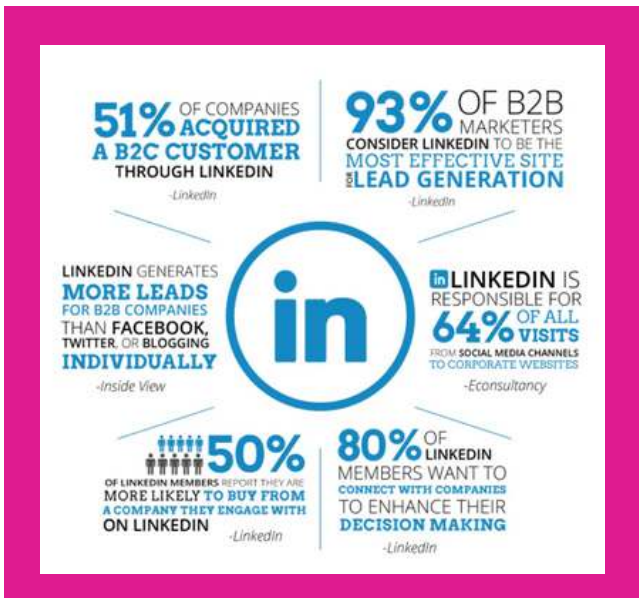
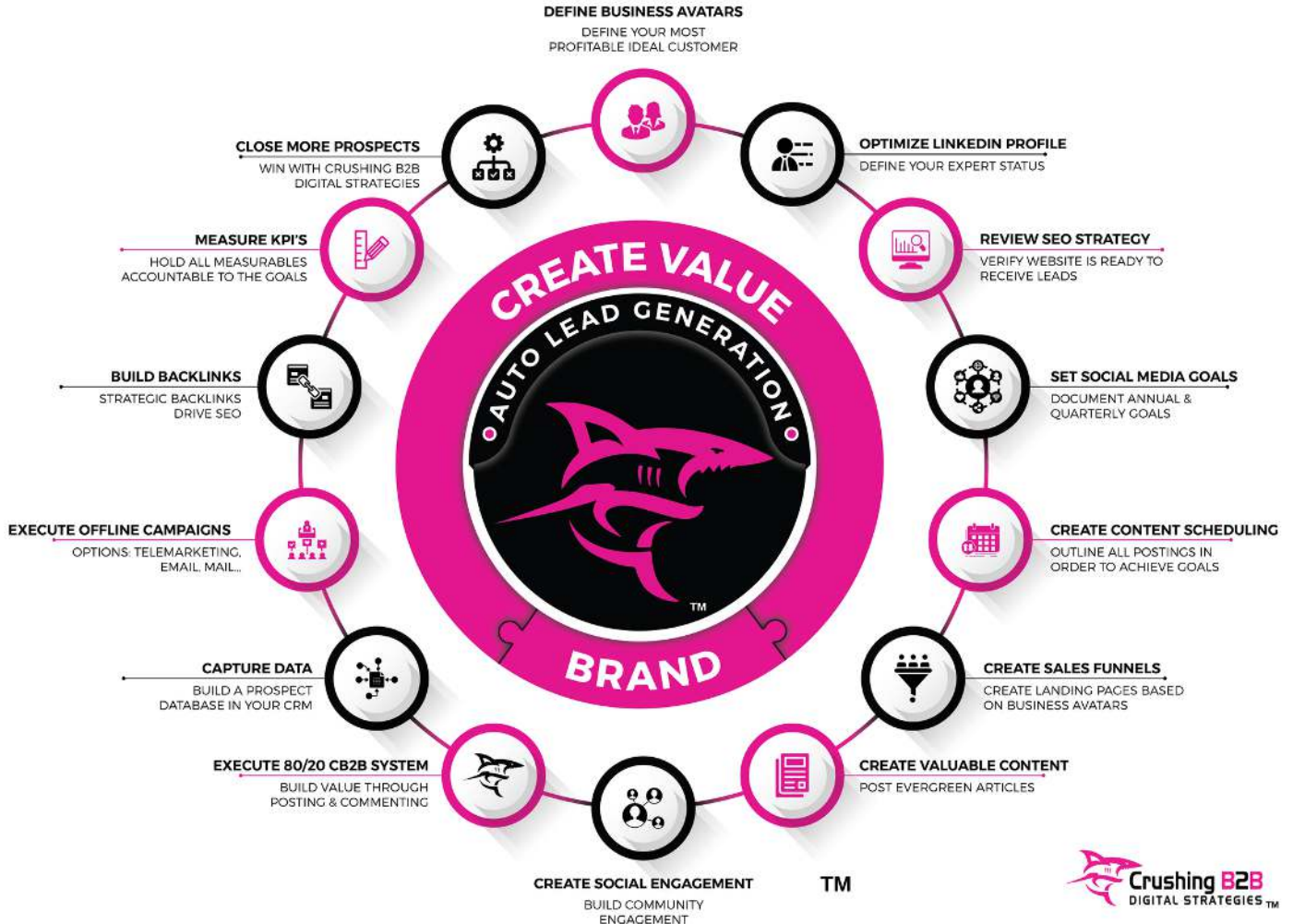
who have \$2.5M+ in annual sales, how to scale exponentially.

Craig became a "Top 10 LinkedIn Creator" by openly sharing his entrepreneurial experiences that lead to higher net income. He gained "LinkedIn Influencer" status through his exhaustive application of posting and testing social media algorithms for "proof of concept". Additionally, Craig was one of the first to implement the Lean **Six Sigma DMAIC** Approach to Social Media.

Craig is also an active member of the Entrepreneur Organization, as he is the owner of a business earning over \$1M in sales annually.

# LinkedInfluencer

The 14-step digital strategy below explains how to boost your lead generation. Using this strategy gives you a strong B2B brand on LinkedIn, as well as other relevant social media platforms with our proven methods. The system also improves your search engine marketing results. This infographic gives an idea of how we coach people to success.



Our team of Implementers coach business professionals on how to generate sales leads by building trust with prospects and buyers. Central to this coaching is an approach to utilize B2B social media platforms and search engine marketing. We help you achieve a top ranked status online by conveying the right message that resonates with buyers. Correctly implementing a well-developed strategy is integral to your bottom line. And, we do this by using proven, measurable methods that work for most B2B businesses in any industry. Contact us today to learn how we improve your net revenue.

To Book Craig go to... [www.CrushingB2B.com](http://www.CrushingB2B.com)

**Crushing B2B**  
DIGITAL STRATEGIES™

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