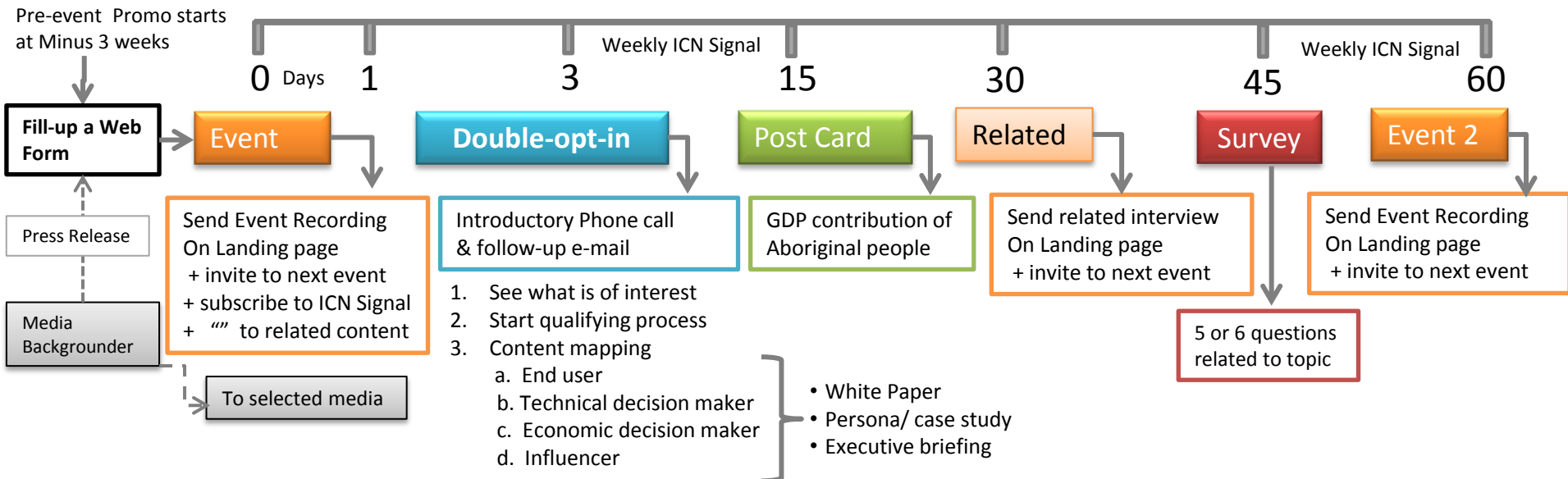


# ICN Relationships Nurturing Process



**Lead Scoring**

- Register for next event +5
- Subscribe ICN Signal +5 download +10
- Download piece of content +10
- Phone conversation + 15 or Inactive 0
- Web meeting +15
- Face to face meet +20

Actions delivered when cumulative points reached

