iEngage

Turn existing interest into better-informed sales conversations

For marketing leaders and the sales teams that receive their hand-offs

Roadmap: planned and not available today; a demo discusses your workflow and what is planned.

Does this sound familiar?

Marketing collects interest, but follow-up is generic, and a salesperson receives a contact without knowing what interested them.

Interested prospects get the same messages as everyone, sales calls start cold, and nobody can say which campaigns worked.

From the problem to the business gain

Conceptual illustration, not a product screen

The problem	What your team does	What you get	What the business gains
Generic follow-up and cold sales calls	Nurture a consenting audience, propose a hand-off	A hand-off with the engagement history	**Better-informed sales conversations**

Three practical gains

Follow-up that matches interest

Designed to send only where consent allows; an enquiry is not consent.

Sales starts with context

Designed to pass a hand-off with its engagement history to a salesperson.

Less campaign administration

Designed to plan messages and journeys in one place, with the source kept on each lead.

What your team does

- ✓ Planned: build consenting audiences from customer records
- ✓ Planned: plan campaign messages and follow-up journeys
- ✓ Planned: propose a hand-off to a salesperson

The useful output

- → A consenting audience for each campaign, as designed
- → An engagement history for each prospect, as designed
- → A proposed hand-off for a salesperson, as designed

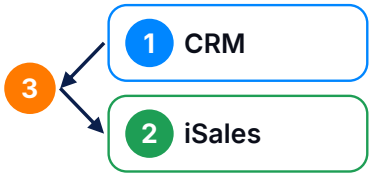
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Ref. 3

What it needs

- **Customer records in iConnect CRM (Controlled rollout)**
  With consent recorded separately; an enquiry is not marketing consent
- **A sending account for email**
  Set up for your deployment
- **For the hand-off: iSales (Controlled rollout)**
  Where a salesperson accepts the opportunity

What you gain by connecting it



Demonstrated in testing

Designed to draw audiences from iConnect CRM and hand off to iSales, both in controlled rollout.



Demonstrated in testing

iConnect Growth Engine (Roadmap) is designed to let an authorised person start an enrolment step.



Planned

iGrowth (Roadmap) is designed to pass prospects through the customer record; a direct route is planned.

Demonstrated in testing: shown working in test environments, before your own set-up · Planned: illustrative; not implemented yet

How your team would use it (planned, not available today)

Marketing lead
Defines a consenting audience
→ An approved journey for an eligible audience

→

Marketing team
Proposes a hand-off
→ A hand-off with the engagement history

→

Salesperson
Accepts or declines the hand-off
→ An opportunity, or feedback to marketing

→

What it is designed to give your business
Sales starts from the interest already shown.

Next step

Request a demo for your marketing-to-sales flow

It is not available today. We walk through your workflow and what is planned, and agree whether it fits your scope.

https://iconsultants.tech/iconnect/demo

Technical detail: iConnect Technical Evaluation Guide

Scan to request the demo