iGrowth

Research the right prospects before your team invests in outreach

For commercial directors, sales and marketing leads, and growth teams

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

Does this sound familiar?

Salespeople spend mornings researching companies that turn out unsuitable, while notes sit in files nobody else can check.

Research is repeated, good prospects are missed, and outreach starts without a clear reason for choosing the company.

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
Research repeated on unsuitable companies	Check prospects against agreed fit criteria	A reviewed prospect with its research	Outreach with a checkable reason

Three practical gains

Less research on unsuitable companies

Research and fit criteria are designed to sit in one place and be checked before outreach.

A checkable reason for every prospect

Each qualification is designed to show which criteria and signals matched.

Reviewed prospects, not raw lists

Designed to reach the customer record with its research; research is never consent.

What your team does

- ✓ Planned: agree ideal-customer criteria with sales and marketing
- ✓ Planned: research companies and check each explainable qualification
- ✓ Planned: hand a reviewed prospect to the customer record

The useful output

- → A prospect brief with matched criteria and sources
- → A checkable qualification with a proposed next action
- → A reviewed prospect on the customer record

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Ref. 12

What it needs

- **Agreed ideal-customer criteria**
  Set by your commercial team
- **Authorised company data**
  Approved files or licensed data providers that you authorise
- **People to review**
  Every qualification and every hand-off is checked by a person
- **Customer records in iConnect CRM (Controlled rollout)**
  To hand prospects to sales

What you gain by connecting it

12 → 1 CRM

— Demonstrated in testing

A reviewed prospect is designed to land on the customer record in iConnect CRM (Controlled rollout) with its research, so the salesperson starts from the reasons, not a blank page.

12 - - ▸ 3 iEngage

- - Planned

Once a consenting prospect is on the customer record, iEngage (Roadmap) is designed to nurture it; a direct link from iGrowth to iEngage 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)

Commercial director
Agrees the ideal-customer criteria with sales and marketing
→ Written fit criteria the whole team applies

→

Growth team
Researches companies and checks each qualification
→ Prospect briefs with a checkable explanation

→

Sales lead
Reviews the prospect and accepts it for follow-up
→ A reviewed prospect on the customer record

→

What it is designed to give your business
Outreach starts with a clear reason for choosing the company, and sales receives reviewed prospects.

Next step

Request a demo to discuss your prospecting model

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