iConnect Growth Engine

Connect the steps from finding a prospect to winning the work

For executives, commercial directors and sales leaders who receive hand-offs

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

Does this sound familiar?

Research finds a company, marketing runs a campaign, sales makes a call. Context and ownership fall into the gaps between them.

Prospects are prepared twice, interested contacts go cold, and leaders cannot see where the journey stalls.

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
Context and ownership lost between teams	Coordinate one workflow with an owner per step	Hand-offs that carry their context	A measurable route to opportunities

Three practical gains

Clearer hand-offs to sales

Each step is designed to name its owning product and person, and to show what waits.

Less repeated preparation

Context is designed to travel with each hand-off, so the next team starts where the last stopped.

A measurable route to opportunities

Hand-off acceptance and the time between stages are designed to be visible.

What your team does

- ✓ Planned: agree one growth workflow and its offerings
- ✓ Planned: see each step's owner and status
- ✓ Planned: an authorised person starts each hand-off

The useful output

- → An accountable path from research to follow-up
- → A named owner and status for every step
- → Hand-offs that carry their evidence and context

iConnect Growth Engine

Ref. 14

What it needs

- **The offerings in your workflow**
  Each at its own status; a step is only as available as its product
- **Customer records in iConnect CRM (Controlled rollout)**
  For reviewed prospects and hand-offs
- **Consent records and email sending**
  For the engagement steps
- **Authorised people**
  To start each hand-off; nothing moves on by itself

What you gain by connecting it

14 → 3 iEngage

— Demonstrated in testing

Designed to start the enrolment step in iEngage (Roadmap) when an authorised person begins it.

14 → 2 iSales

— Demonstrated in testing

Designed to start the hand-off to a salesperson in iSales (Controlled rollout) when an authorised person begins it.

Demonstrated in testing: shown working in test environments, before your own set-up

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

Commercial director
Agrees the workflow and its offerings
→ An owner for each step

→

Growth team
Passes accepted prospects on
→ Reviewed prospects on the record

→

Marketing team
Hands interested prospects on
→ A hand-off with engagement context

→

Salesperson
Accepts and opens the opportunity
→ A deal owned by a named salesperson

What it is designed to give your business

Each step has an owner, the context travels with every hand-off, and leaders see where the journey stalls.

Next step

Request a demo: executive growth-model session

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