



Captures Demand Early
Intelligent, always-available engagement from the first touch



Qualifies in Real Time
Turns vague enquiries into clear, structured opportunities



Routes Instantly
Right person, right context, right time – every time



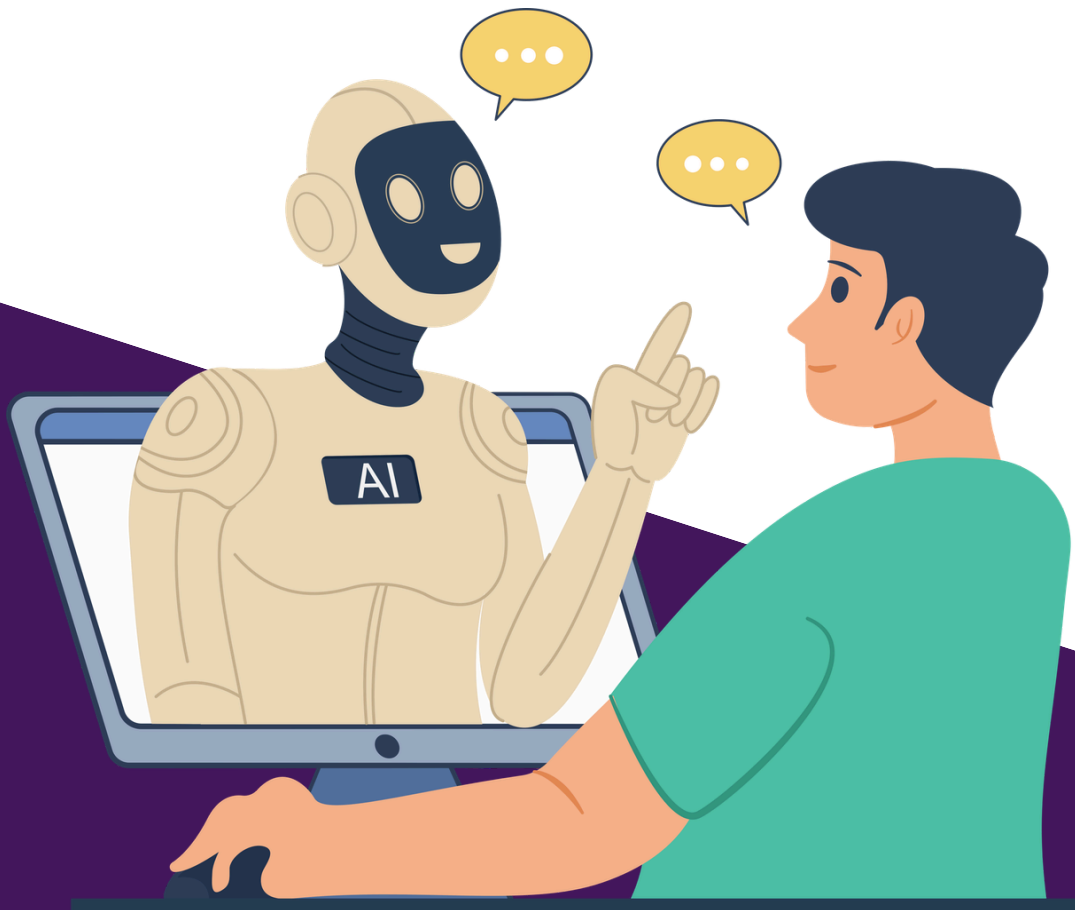
Prepares Your Team
Every conversation starts informed, relevant, and valuable



Closes the Loop
Feeds insight back into marketing, messaging, and strategy

Always On.

The B2B Sales Control System That Never Clocks Off



PLAN.GROW.DO.

The B2B Sales Agency



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The Moment That Changes Everything

Monday Morning, 08:47.

An enquiry lands through the website. "We're experiencing coolant breakdown on several CNC machines. Can someone advise?"

It's a good enquiry. Not just "price for oil" or "send me a datasheet". There's a problem. Potentially a meaningful one. Could be a small job. Could be the start of something much bigger.

The enquiry goes into a shared inbox. No structure. No routing. No qualification. No acknowledgement. Just... sitting there.

At 09:15, someone in the office sees it. Flags it mentally. Leaves it for the sales team.

At 10:30, one of the reps scrolls past it while dealing with something else.

At 11:47, someone replies. Short. Polite. Functional. "Thanks for your enquiry. Can you provide more details?"

By that point, the person who sent the enquiry had already contacted two other suppliers.

This isn't a one-off

Across the business, this is happening in different forms, every single day. An email comes in directly to a rep. A WhatsApp message lands after hours. A phone call gets taken and written on a scrap of paper.

Each one feels small. Manageable. Part of the day-to-day. But none of it connects. There's no single view. No consistent process. No shared understanding of what's coming in, what it means, or what should happen next.

The business feels busy... but not always effective.



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The Moment That Changes Everything

The Hidden Cost

Without structure, everything gets treated the same. A quick price check for a single drum gets the same level of attention as a technical issue that could turn into a long-term contract. A vague enquiry gets passed around just as much as a clear, high-value one.

Sales reps spend time chasing, clarifying, and following up... often without knowing whether it's worth it. Reps feel busy but stretched. Managers feel like there's opportunity but can't quite see it clearly.

No one would describe it as broken. But no one would describe it as optimal either.



1. The Shift

The businesses that change things don't overhaul everything. They don't rip out systems or start again. They focus on one thing: the space between interest and action.

Most businesses don't have a demand problem. They have a system problem.

From guesswork	To real action
From delay and internal back-and-forth	To immediate ownership ; right person, right context, right time
From cold starts where reps catch up	To informed conversations that move forward faster
From lost opportunities with no record	To a feedback loop ; patterns, learning, continuous improvement

The team isn't fighting the system anymore. They're supported by it.

The difference between growth and stagnation is often found in small moments ; handled well, consistently, every single time someone raises their hand and says: "I'm interested."

The question is simple. What happens next?



2. What is Always On?

Always On is a B2B sales platform built for commercial teams. It connects every inbound channel; web forms, Web chat, WhatsApp, email into a single, structured pipeline. It qualifies leads automatically. It routes them to the right person. It gives your team the context they need to have better conversations, faster.

It doesn't replace your sales team. It makes them sharper.

Capture - Every enquiry from every channel ; nothing missed, nothing in a shared inbox

Qualify - AI agents handle the first response and ask the right questions - 24/7, automatically

Route - The right rep gets the enquiry, with full context, before they even pick up the phone

Learn - Outcomes are tracked and patterns emerge, effort focuses where it converts

Built for B2B Commercial Teams

Always On is designed specifically for businesses that sell to other businesses where deals take time, qualification matters, and the difference between winning and losing often comes down to speed, context, and consistency.

For Managers

Full visibility across every enquiry, every rep, every channel. Know what's coming in, what's being worked, and where the opportunities are - without chasing your team for updates.

For Reps

A personal pipeline that's always current. Every enquiry qualified and contextualised before you touch it. Every email and conversation logged automatically. No admin. No guesswork.



3. How it Works

From the moment someone shows interest, Always On takes over; qualifying, routing, and logging so your team can focus on selling.

1. Enquiry arrives

A contact submits a web form, sends a WhatsApp message, or emails your catch-all address. Every channel feeds into the same system: nothing gets lost.

2. Sally qualifies

Your AI sales assistant responds immediately, 24/7. She acknowledges the enquiry, asks the right qualification questions, and builds a picture of the opportunity: before any rep is involved.

3. Lead is scored and routed

Based on Sally's qualification, the enquiry is scored: Budget, Authority, Need, Timescale, and assigned to the right rep with full context already attached.

4. Rep picks up with context

The rep sees the enquiry, the qualification, the contact's history, and every communication. They start the conversation from a position of understanding, not from scratch.

5. Pipeline tracked to outcome

Every stage is logged and a story is built. The system learns. Patterns emerge. The team gets better over time.

No shared inbox. No post-it notes. No 'who's picking this up?' Just a clean, consistent process from first contact to closed deal.



4. Meet the AI Team

Always On comes with three AI agents built in. They work in the background, handling the time-consuming parts of the sales process so your team can focus on the conversations that matter.

Sally

Qualification Agent: always on, always responding

Sally is your first responder. The moment an enquiry lands – via WhatsApp, web form, web chat or email – she responds immediately with a personalised acknowledgement and begins qualification. She asks the right questions, captures the answers, and scores the lead using the BANT framework. By the time a rep gets involved, Sally has already done the groundwork. She never sleeps, never misses a message, and never leaves a prospect waiting.

Dan

Preparation expert and personalised sales coach

Dan is your internal sales coach. When it's time to engage a prospect, whether that's preparing for a meeting, following up a proposal, or responding to a technical question, Dan steps in. He helps reps plan conversations, draft emails and proposals, recommend the right products, and handle objections with confidence. Using live pipeline insight, he also offers deal-specific guidance so each opportunity is approached with clarity and intent. Everything is personalised, on-brand, and relevant to the situation. Dan saves hours every week while helping your team communicate more consistently, move faster, and create better sales outcomes.

Caroline

The Marketing specialist: joining up marketing and sales

Caroline makes sense of what your pipeline data is telling you. She analyses enquiry patterns, tracks which channels and messages are converting, and identifies where the inbound opportunities are being missed. When she spots a trend – a content angle worth pursuing, an audience segment showing intent, a message that's landing well – she flags it. Caroline helps you generate better leads, not just more of them.



5. The Pipeline

Always On uses the BANT qualification framework: **Budget, Authority, Need, Timescale** to score every enquiry. Not as a rigid scoring exercise, but as a structured way of understanding where an opportunity actually is.

Budget	Does the prospect have the means to buy?
Authority	Are we talking to the decision-maker?
Need	Is there a genuine, understood problem?
Timescale	When does this need to be solved?

Pipeline Stages

Contact	Suspect	Prospect
<p>Enquiry received and acknowledged. Sally has responded. Qualification in progress.</p>	<p>Some qualification complete. Enough signal to warrant rep involvement. BANT partially scored.</p>	<p>Qualified opportunity. BANT complete or near-complete. Active sales conversation underway.</p>

Every enquiry has a score. Scores drive focus. Focus drives results.



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6. Always On for Your Team

Always On gives managers and reps exactly what they each need. No more, no less.

Managers	Reps
Complete visibility - See every enquiry across every rep and every channel	Their pipeline, always current - Only their assigned contacts; clear, focused,
Team management - Add reps, assign contacts, track activity, remove access	Context before the call - Sally's qualification means reps arrive at every conversation already knowing the need, the urgency, and the decision-maker.
Pipeline ownership - Manage stages and track opportunities	Automatic email logging - Connect Gmail or Outlook - every email to or from a contact auto-logs to their record. Zero admin.
Form & integration control - Configure web forms, WhatsApp, email settings, and GDPR compliance - without needing a developer.	Notes, files & CRM records - Add context, attach documents, and log meetin



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7. Every Channel. One Platform.

Always On connects to the channels your prospects already use. No custom builds. No complex setup. Everything flows into the same pipeline.



WhatsApp

24/7 inbound qualification

Connect your business WhatsApp number to Always On and Sally handles every inbound message, responding immediately, qualifying the enquiry, and creating the pipeline record. Fully GDPR-compliant with built-in consent capture before any data is processed. Works outside business hours, at weekends, and when your team is busy.



Web Forms

Turn website visitors into qualified pipeline records

Embed Always On forms on any page of your website. Every submission is captured, acknowledged, and added to your pipeline automatically. Sally can follow up by email to qualify further. Configure resource delivery, internal BCC notifications, and GDPR-compliant privacy notices – all from the form builder, no code required.



Email Sync

Every relevant email, automatically logged

Reps connect their Gmail or Outlook account once. From that point, every email to or from a contact in the platform is automatically synced to their record; no copy-pasting, no manual logging, no missed communications. Reps disconnect any time. Tokens are encrypted and never visible to other users.



Catch-All Inbox

No inbound email falls through the cracks

Connect your company catch-all address (e.g. info@yourcompany.com) and Always On monitors it for inbound commercial enquiries. Non-commercial emails are filtered out. Genuine enquiries are processed, qualified, and added to the pipeline; even if they arrive outside business hours.



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8. Security & Trust

Always On is built on enterprise-grade infrastructure with security and data compliance at its core and not bolted on afterwards.

EU Data Storage

All primary data stored in Supabase (PostgreSQL) in Ireland. UK GDPR and EU GDPR compliant.

Encrypted in Transit & at Rest

TLS/HTTPS on all connections. AES-256 encryption at rest. OAuth tokens encrypted with a separate dedicated key.

Tenant Isolation

Row Level Security enforced at database level. Your data is technically inaccessible to any other business on the platform.

Invite-Only Access

No self-registration. Every user is explicitly invited. Sessions managed with JWT tokens. Access removed instantly.

GDPR Compliance

Forms include mandatory privacy statements linked to your policy. Marketing consent captured and logged. Unsubscribe handling built in.

Data Processing Agreement

A full Article 28-compliant DPA is available for every client. PGD acts as Data Processor. You remain the Data Controller of your contacts' data.

Your data is yours. Always stored securely. Always isolated. Always under your control.



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9. Getting Started

Always On is live within days not months. There's no infrastructure to build, no long implementation project, and no IT department required.

Week 1

Setup & Configuration – Your tenant is configured and branding, team members invited, pipeline settings confirmed. We connect your integrations: WhatsApp, catch-all email, web forms. Your team gets access and a walk-through of the platform.

Week 2

Go Live – Forms are embedded on your website. WhatsApp is connected. Sally is live. The first real enquiries start flowing into your pipeline; qualified, routed, and visible.

Month 1

First Full Pipeline View – By the end of month one you have a clear picture of your inbound demand: volume, quality, source, and conversion. Your team is working smarter and your managers can see everything.

Months 2–3

Included in Setup – Your first three months of platform access are included in the setup fee. By the time you're paying monthly, you've already seen the results and you know exactly what it's worth.



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What's Included in Setup

- ✓ Full platform configuration for your business
- ✓ Branding and portal setup
- ✓ Web form build and embed
- ✓ WhatsApp connection and Sally configuration (optional)
- ✓ Catch-all email integration (optional)
- ✓ Team onboarding and training walk-through series
- ✓ BANT and pipeline configuration
- ✓ Data Processing Agreement
- ✓ 3 months' platform access included
- ✓ Ongoing support from Plan Grow Do



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10. Plans & Pricing

One plan. Everything included. No hidden extras.

Setup: **£5,000** per Operating / Business unit

Monthly: **£500** up to 20 user, **£750** up to 40 users, **£1000** per month above 40 users

Includes:

- Unlimited users
- AI agents
- WhatsApp
- Forms
- Email sync
- Pipeline
- WOPPA
- GDPR layer
- Updates

ROI calculator:

<https://alwaysonscs.com/alwaysonroi/>

What's the ROI? Find out here!



Contact:

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Plan Grow Do – The B2B Sales Agency

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