



The 5 % control group — 9 % against 14 %

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A low-scored lead is not called back; not being called back, it does not convert. So the score is right indefinitely.**

Population	Conversion
High-scored leads	14 %
Low-scored leads drawn at random and worked anyway	9 %

Reading	Value
Share of low-scored leads drawn	5 %
Does the salesperson know they come from the draw?	No
Deals signed on badly scored leads	22
Real gap against what the score suggested	4 times smaller

What the figure permits, and what it forbids

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Use of the score	Allowed?
Ordering a list	Yes
Removing lines from a list	No
Measuring whether salespeople follow it	No — it would stop being verifiable

One lead in eleven signs anyway among those the score set aside.

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