Price-revision mandate — 38 customers below list

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

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€214,000 identified, letters written, nothing sent · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **No price has been raised and no letter has gone out.** A price revision engages a customer relationship and revenue: that is a management decision. **This document is the proposed mandate with its limits — not a refusal, not an execution.**

What was found, and how

Finding	Value	Method
Customers invoiced below list	**38**	**Cross-check of the 14 price grids against prices actually invoiced, line by line, over 24 months**
Margin concerned over 12 months	**€214,000**	Gap between list price and invoiced price
Discounts more than 18 months old	**31 of 38**	Agreement date taken from the CRM

Finding	Value	Method
Keying errors or irregularities	**0**	**These are commercial gestures that were justified the day they were made — and have no end date**

The price spreadsheet is **the only one of the seven sources living outside the systems**, and the only one nobody reconciled with invoicing. **That is not a lapse of attention: it is a 24-month × 14-grid reconciliation that nobody does by hand.**

The limits proposed for the mandate

Limit	Proposed value	Reason
Increase cap	**+2.4 margin points per customer**	**Beyond that, an increase is negotiated, not announced**
Exclusion	**The 6 accounts above €500,000**	**They are handled in a meeting, not by letter**
Notice	30 days	Gives the customer time to react before the effect
Mandate end date	**31/12, no tacit renewal**	**A mandate that renews itself is no longer a mandate**
Withdrawal	**In one word, at any time**	**Unsent letters are cancelled instantly**

What those limits produce

Population	Number	Margin concerned	Treatment
Customers within the limits	**31**	**€168,000**	**Letters sent within 20 minutes on the day the mandate is signed**
Customers outside the limits	**7**	€46,000	**Kept in draft for the sales director, with the argument prepared**
Total	**38**	**€214,000**	—

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What each of the 38 letters contains

Element	Content
Discount history	Agreement date, rate, reason recorded in the CRM
New price	Line by line, on the families concerned
Effective date and notice	**At the top of the letter, not at the bottom of the page**
Contact	The account's salesperson, named, with a direct line

> **Zero letters go out without a signed mandate.** And a signed mandate does not make the decision irreversible: **it makes it fast, bounded and dated.**

For the executive team to settle

Increase cap and mandate end date retained: _____

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