



New business — 12 accounts and inbound triage

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

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Drawn from what has worked · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The account profile comes from the agency's most profitable advertisers**, compared with the accounts it lost — not from an idea of what a good client looks like.

The three traits that separate

Trait	Among the 9 most profitable	Among the 5 lost
Industry or healthcare	8 of 9	1 of 5
50 to 300 staff	7 of 9	2 of 5
Communication manager in post	9 of 9	1 of 5 — without one the cycle doubles and the margin falls

What is prepared for each of the 12

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Element	Content
Dated, verifiable fact	A recent campaign, an announced hire, a website rebuild — with the page and the date
Approach angle	Drawn from comparable work the agency has done
Citable references	Two, chosen in the account's sector
Decision	The agency reviews and sends

Inbound enquiries — the most profitable subject

Finding	Before	After one month
Enquiries received per month	≈ 20	≈ 20
Average time to first reply	3.2 days	Under one hour
Enquiries qualified	As they came	12
Meetings booked in the account team's calendar	—	7 , two of them on accounts matching the profile of the twelve
Deals lost at first contact last year	5	4 had gone to a competitor who replied the same day

The route an inbound enquiry takes

Step	Timing	Who decides
Qualification on arrival — stated budget, sector, deadline	immediate	Rules set by the agency
Acknowledgement asking two useful questions	within the hour	Template approved by the agency
Three slots in the account team's calendar	when criteria are met	The meeting happens between the agency and the prospect

Step	Timing	Who decides
CRM record created and filled in	immediate	Nothing to re-enter for the account team

The framework, which is also a sales argument

Point	Answer
Hosting	France, processing in the EU targeted
Advertisers' briefs and creative work	Do not leave — local inference or isolated resource
Training of a public model	None
Publication	Never without human approval

Keep this page for the end of your meetings. Three of your advertisers already require it in their framework contract; few agencies can show it in writing.

For the agency to settle

Qualification criteria for an inbound enquiry: _____

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