Follow-up rules by behaviour

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

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Four rules, three messages maximum · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Of the 42 won deals, 27 replied from the second message onwards.** Follow-up isn't pestering — it is where most of the result is decided.

The four rules

Behaviour observed	Reading	Action	Delay	Channel
Opened twice, no click	The topic lands, the ask blocked	Short message, different angle	**Day 3**	**LinkedIn**
Clicked, no reply	The need is there, the proof is missing	**Comparable client story, without asking again for a meeting**	Day 2	E-mail
Never opened	**Two times out of three it's the send hour**	Different subject, different hour	Day 5	E-mail

Behaviour observed	Reading	Action	Delay	Channel
Replied, whatever they said	The conversation has started	**Sequence stopped immediately**	**within the second**	—

The LinkedIn channel, in assisted mode — the agent prepares, the salesperson acts

Step	Delay	Constraint respected
A « check the recipient » task created in the CRM	Day 3	**The agent never connects to LinkedIn**
Connection note SUGGESTED, sent by the salesperson	Day 4	**Platform quotas and invitation rules, applied by the salesperson**
Message SUGGESTED, sent by the salesperson	Day 6	**Counts toward the same per-person cap as e-mail**

> **Recommended cap: three messages per person, across all channels.** The fourth is no longer addressed to someone who missed the first three. **A per-person cap protects better than a per-campaign cap**, because it is the person who receives.

For the company to settle

Cap chosen per person: _____ messages

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