



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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deployment chosen.