Dashboard — two months

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Document issued on 09/11/2026

3,200 messages, 21 meetings a month · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **None of the four result figures reads without the other three.**

What moved

Indicator	Before	After	Change
Prospects contacted / week	80	**400**	**×5**
Prospecting time / salesperson / week	10 h	**3 h**	**−7 h**
Qualified meetings / month	**8**	**21**	**+162 %**
Average sales cycle	96 d	**47 d**	**−51 %**

The four figures reported together

Across 3,200 messages	Count
Positive replies	**68**

Across 3,200 messages	Count
Negative replies	41
Unsubscribes	**2**
Complaints	**0**

Compared with what

Benchmark	Value	Reading
Your previous quarter	1.4 % positive replies	**2.1 % this quarter**
Sector orders of magnitude, indicative	5 to 10 % replies, 1 to 3 % positive	**Top of the range**

> **Sector benchmarks are indicative and do not replace your own figures.** The only benchmark that binds is your previous quarter, measured on your data.

For the company to settle

Unsubscribe threshold triggering a review: _____

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