



# Morning watch — 4 flags

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## Fictional document — demonstration example

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**Fictional document**, produced for demonstration. **The first flag concerns the agent's own work** — the only one in this file it is the cause of.

| # | Flag                                 | What triggered it   | At stake                  | Recipient                           | Chase     |
|---|--------------------------------------|---------------------|---------------------------|-------------------------------------|-----------|
| 1 | 22 of 61 appointments not kept       | Attendance recorded | 14 booked beyond 15 days  | Sales management                    | 7 d       |
| 2 | 9 appointments outside the catalogue | Catalogue of offers | 9 journeys                | The salesperson, before setting off | Immediate |
| 3 | 1 slot 200 km away                   | Shared calendar     | Half a day for two people | The salesperson                     | Immediate |

| # | Flag                      | What triggered it | At stake          | Recipient                         | Chase |
|---|---------------------------|-------------------|-------------------|-----------------------------------|-------|
| 4 | 47 out-of-hours enquiries | Enquiry log       | 2 days of waiting | Handled by the agent that evening | —     |

**The two immediate flags go out before the journey is made.** Afterwards the information is worth nothing: the journey is the cost, not the appointment.

## The six guarantees that make a booked appointment an appointment that holds

| The guarantee                                                                  | What you gain                                                                                                                                                          |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A slot is announced only once it is guaranteed                                 | No wasted journey, no double booking: what costs money is the road, not the appointment                                                                                |
| Qualification bears on what the prospect states, not on how at ease they sound | The quiet customer is no longer downgraded: your salespeople see the real projects, not the good talkers                                                               |
| An appointment is booked on a need                                             | Every line in the diary is worth the journey it costs, instead of merely keeping a contact warm                                                                        |
| Price and lead times go out the next working day, from a salesperson           | At night the prospect gets a dated acknowledgement and a slot straight away; the answer that binds the company stays a person's                                        |
| An objection is applied within the second                                      | Art. 21 GDPR: your file stays clean and your chasing stays defensible                                                                                                  |
| Travel time comes from your rules, never from an estimate                      | A margin you set — two hours, half a day — applied without interpretation: an estimate would be wrong by a factor of two, and the salesperson's diary would pay for it |

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