Morning watch — 4 flags

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

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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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