



New business — 12 accounts and inbound triage

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16 enquiries, 9 qualified, 5 meetings booked · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **The 12 accounts are drawn from what has worked at the studio**, not from a purchased list: a comparison of the 6 most profitable advertisers with the 4 accounts lost in two years.

The three traits separating profitable accounts from lost ones

Trait	Profitable accounts	Lost accounts	Why it matters
Already publishing (at least 4 pieces a month)	6 of 6	1 of 4	The studio speeds up a machine, it doesn't start one
Marketing manager in post	6 of 6	1 of 4	Without one the cycle doubles and the margin collapses

Trait	Profitable accounts	Lost accounts	Why it matters
Sales cycle beyond three months	5 of 6	1 of 4	Makes content pay from the prospect's point of view

What is prepared for each of the 12

Item	Content	What stays with a human
One-page recommendation	The editorial gap measured at their end, the 2 queries left to a competitor, the cost in visits	Review
Outreach sequence	3 messages, personalised by a dated, verifiable fact	Review and sending
Quotable references	2 from the same sector, with the cited advertiser's agreement	—

The agent sends nothing in the studio's name without a written mandate.

That is not a refusal: the moment the mandate is given, and within the limits it sets — daily volume, accounts covered, signature used — the agent sends and tracks the replies. **The decision to commit the studio's word belongs to the studio.**

Inbound enquiries — the most profitable subject of all

Measurement	Before	Over the last month
Inbound enquiries	16 a month	16 a month
Average first-reply time	2.8 days	Under an hour, with two useful questions

Measurement	Before	Over the last month
Enquiries qualified (volume, sector, timing)	Not measured	9
Meetings booked in the account team's diary	—	5, 2 of them on accounts matching the profile
Deals lost at first contact	4 in two years, 3 of them to a competitor who replied the same day	—

Account follow-up, so that it doesn't fall away

What is kept up to date	When	What it replaces
Account record: last contact, subject, next milestone, content sent	After every exchange	An entry forgotten three times out of four
Monday team meeting: 9 live accounts, what moved, what is waiting on whom	Sunday evening, automatically	40 minutes of preparation on a Sunday evening

Sending mandate granted to the agent (volume, accounts, signature): _____

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