New business — 12 accounts and inbound triage

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

> **Fictional document — demonstration example**
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> **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**

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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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architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.