



Qualification grid — what builds the score

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

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Marnex Équipement · built on 6,240 leads and 268 orders · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The qualification score turns into a single figure how closely a lead resembles the deals the company has already signed.** It measures neither a customer's worth nor a person's quality: **it ranks files, not people.** Every criterion is drawn from Marnex's own history, never from the agent's intuition.

The measured gap between signed deals and leads that went nowhere

Signal	Present in signed accounts	Present in dead leads	Gap
Fleet of more than 5 machines	78 %	12 %	× 6.5 — the most discriminating signal, and the only one checkable without a phone call

Signal	Present in signed accounts	Present in dead leads	Gap
Enquiry from a logistics manager or site director	71 %	23 %	× 3.1 — when the enquiry is born of a need, it survives the budget round
A date named (lease expiry, site opening, inspection due)	64 %	9 %	× 7.1 — a date turns an interest into a project
At least two of the three signals	241 orders out of 268	9 %	The combination decides, not any single signal

The calculation, block by block — 100 points

Block	Points	Source read	Rule when absent
Fleet and volume	40	Company website, careers page, public register, service visits already carried out	Block at 0, « fleet not established » noted on the record
Role of the enquirer	35	Email signature or form field	No inference. Block at 0 and a flag — guessing a role would distort the whole ranking
A date named	25	The enquirer's exact sentence, quoted on the record	Block at 0; the record stays followable
Referred by an active account (proposed fourth criterion)	30	CRM origin field	Proposed after the finding: it recovers 17 of the 21 orders the first three criteria underrated

The three thresholds, and what they trigger

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Score	Treatment	Target delay	Volume over two months
70 and above	Straight to the area salesperson, same day	20 minutes	118 leads
40 to 69	Entry into the multichannel follow-up sequence	First message at D+0	402 leads
Below 40	On watch, score refreshed quarterly	Every 3 months	160 leads

Why the watch list is not a bin. A company with no project in January may well have one in September: a site opening, a lease running out, a change of manager. **The score is recalculated every quarter from refreshed public sources** — which is how 41 dormant leads climbed back above 70 in a single night.

The grid belongs to the sales director, not to the agent. Every criterion comes out with one click, every weight can be changed, every threshold moved — **and the score is recalculated immediately across three years of history**, so the effect of a change is visible before it touches a single live lead.

For the sales director to settle

Fourth criterion « referred by an active account » — adopted: _____ Weight adopted: _____

Threshold for direct handling by a salesperson (default: 70): _____

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