# Qualification grid — what builds the score

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Document issued on 09/11/2026

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

| 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 keeps its full value.** 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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