



Dormant leads — 2,280 records reworked

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

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Last twelve months · no new message, existing records only · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **All 2,280 of these leads had received the acknowledgement, and nothing else.** No new data was bought: the work consisted of re-reading each original enquiry and refreshing what had moved since, from public sources.

What the rework produced

Ranking after rework	Volume	Action taken
Score ≥ 70	41	Handed to the salespeople with fresh context and the original sentence
Score 40 to 69	318	Entry into the follow-up sequence
Score 40	1,921	Quarterly watch — dated, not lost
Removed outright	264	Customers, live negotiations, opt-out requests, competitors and suppliers

Why 41 records changed status without a word being written to them

What had moved since the enquiry	Records concerned	Points gained
A site or warehouse opening announced publicly	14	+ 25 (a date named)
A new logistics manager in post	11	+ 35 (role of the enquirer established)
Fleet growth visible in their own publications	9	+ 40 (fleet and volume)
A published tender mentioning materials handling	7	+ 25, and a submission date

Commercial result six weeks after the rework

Step	Volume	Value
Leads handed to salespeople	41	—
Meetings held	9	22 % of the leads handed over
Orders signed	2	€28,400 at the €14,200 average order value

The point this document is meant to leave behind: that €28,400 came from no acquisition, no campaign and no purchased file. **It came from records Marnex already owned and nobody had time to reopen.** A lead does not sleep, it ages — and what was worth nothing in February can be worth 25 points in October.

How often to refresh the score on watch-list leads (default: quarterly): _____

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