# 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, reopened one by one in a single night.** 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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https://bluelemonagent.ai/en/entreprises/cas-usage/agent-qualification-scoring-relance-multicanal

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