Handover — 58 replies sorted

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What the salesperson receives, and how fast · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A human reply calls for a human answer:** the moment a person writes, the sequence stops and a named salesperson takes over the relationship. The agent never continues a conversation the prospect has started.

The month's 58 replies

Nature of the reply	Volume	Treatment	Delay
Request for a call or a meeting	**39**	**Three slots offered in the area salesperson's calendar**, meeting booked on the prospect's choice	**20 minutes**
« Not now, call me in September »	12	**Not a refusal, a date**: exit from the sequence, date carried on the record, put back in front of the salesperson on 1 September	Immediate

Nature of the reply	Volume	Treatment	Delay
Opt-out request	7	**Applied within the second, with no commercial confirmation message**	Within the second

Why no message follows an opt-out. Answering an opt-out with an offer, however courteous, is the surest way to turn a departure into a complaint. **The opt-out is applied, and nothing else is sent.**

The file the salesperson receives

Element handed over	Why it is there
The original enquiry, quoted	The salesperson opens on what the prospect wrote, not on a summary
The four messages sent, in order	**They know exactly what their contact has read**
The reply received	Full text
The score and its detail	To settle the order of their callbacks
The company's fleet and the date they quoted	Enough to open on a subject rather than on small talk
Service visits already carried out there	**Two visits in 2024 that nobody would have connected by hand**

The delay, which is the whole point

Step	Before	Today
A reply reaches a salesperson	1.8 days	**20 minutes, qualified**
A quotation goes out after a price request	3.4 days	**4 hours** — the time for a salesperson to read and sign

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Step	Before	Today
Quotations drafted on the month's 17 price requests	—	**Ready on average 26 minutes after the prospect's reply**

> **What the agent gives itself:** list price, general terms, standard lead times, service rate card — **all of it already public, and no more binding than the website already is. What it drafts without signing:** discount, guaranteed lead time, firm price, trade-in. **Those four lines bind the company contractually: the signature is what it sells.**

Over an 11-week sales cycle, three days change nothing. For a prospect who wrote to three suppliers the same morning, they change everything: **of the five deals lost at first contact last year, three went to a competitor who called back the same day — and that is the delay the 20 minutes remove.**

Score threshold triggering a phone alert to the salesperson (default: 70): _____

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