



Meetings — 46 booked in two months

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

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22 → 46, and the potential worked out on Marnex's own figures · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A calendar is territory**: the agent offers inside the slots each salesperson opened themselves, and never redraws a calendar. No meeting already booked is ever moved by the agent.

Booking rules, salesperson by salesperson

Salesperson	Slots opened	Constraint respected
Julien Marchais	Tuesday and Thursday afternoons	Travel time accounted for: two meetings 90 km apart do not follow each other an hour apart
Sofia Renard	Mornings, Fridays blocked	No offer outside the declared slots, ever
Slot refused by the prospect	The prospect suggests another	Passed to the salesperson, who accepts or not — the agent does not arbitrate

The result over two months

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.

Measurement	Equivalent two months last year	Two months with the agent	Change
Meetings booked	22	46	+ 24
Leads worked per month	150	340	The whole inbound flow
First qualification delay	4.2 days	11 minutes	—

What the 24 extra meetings are worth, on Marnex's figures

Element of the calculation	Value	Where the figure comes from
Extra meetings	24	Measured over two months
Meeting-to-order conversion rate	23 %	Marnex CRM history
Average order value	€14,200	Marnex CRM history
Potential revenue	≈ €78,000	24 × 23 % × €14,200 = 5.5 orders

Potential, not banked. The salespeople are the ones who sign, and the 11-week sales cycle means **half of that amount will show up in the following quarter**. A demonstrator presenting those €78,000 as a result would be lying about the nature of the figure.

The second gain, the one people forget to count

Item	Time returned per week	Approximate monthly value
Sequence tracking, writing follow-ups, updating the CRM	18 hours (sales administrator and 2 inside salespeople)	≈ €2,500 at loaded hourly cost
Agent subscription	—	€597 a month

Item	Time returned per week	Approximate monthly value
Monthly difference	Half a post returned to the department	To calculate: $\approx$ €2,500 of time returned minus the subscription, before any commercial gain

Meeting slots opened by each salesperson, to be confirmed: _____

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