



Follow-up sequence — 4 messages, 2 channels

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

Document issued on 24/09/2026

Full texts, cadence and stop rules · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **A multichannel sequence is a pre-planned series of messages spread across several channels, where each step depends on what happened at the one before.** The voice used is taken from **1,100 messages actually sent by Marnex's two inside salespeople**: short sentences, formal address, price stated from the second message on, no superlatives.

The cadence

Step	Channel	What the message carries	Sending condition
D+0	Email	Quotes the exact sentence of the original enquiry and answers it — 318 different messages for 318 leads	Score $\geq$ 40, outside the excluded accounts

Step	Channel	What the message carries	Sending condition
D+3	Short message	Three lines, one closed question, the name of the area service engineer	Only where the person gave a work number themselves
D+8	Email	Technical sheet for the range concerned, comparable case at a similar-sized manufacturer	No reply received
D+15	Email	« Should I close the file? » — takes the person out of the sequence whatever they answer	No reply received

Stop rules — what interrupts the sequence, and how fast

Event	Effect	Delay
A reply, in whatever sense	Exit from the sequence and handover to a named salesperson	Within the second
An opt-out request	Permanent removal, no commercial confirmation message	Within the second
A quotation above €20,000 opened in the CRM	The whole account leaves , head office and subsidiaries	Within the second
An automatic out-of-office	Postponed, not counted as a reply	Resumes on the announced return date

Why the closing message draws the most replies. « Should I close the file? » asks for no commitment: it hands the decision back to the recipient and costs them one word. **Of the 173 leads who received it, it alone produced 31 of the month's 58 replies.** It is also the only message whose effect can be measured cleanly, which makes it the first candidate for a two-version test.

What the sequence never does: more than four messages per person, all channels combined; any send before 8 a.m., after 8 p.m., on a Sunday or a public holiday (**Marnex internal rule of 12/01/2026**); **any prospecting phone call** — the agent works in writing.

For the sales director to settle

Move the short message from D+3 to D+2 on the logistics segment — adopted: _____

Two-version test of the closing message — launch date: _____

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.