Follow-up sequence — 4 messages, 2 channels

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Full texts, cadence and stop rules · fictional document

Fictional document — demonstration example

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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 ≥ 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.

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The limits the sequence holds by itself: 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: _____

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https://bluelemonagent.ai/en/entreprises/cas-usage/agent-qualification-scoring-relance-multicanal

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