Six chasers in eleven days — three correct sequences

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Each of the three sequences respects the cadence.** It is their sum that produces six messages in eleven days, two of them on the same day.

The three sequences

Sequence	Invoice	Started	D+7	D+14	D+21
A	F-0412	**21/07**	28/07	**04/08**	11/08
B	F-0433	**26/07**	**02/08**	09/08	16/08
C	F-0448	**29/07**	**05/08**	12/08	19/08

What the customer received

Date	Messages received

28/07	1
02/08	1
04/08	**1**
05/08	**1**
09/08	1
11/08	1
Total over 11 days	**6**

> **The customer does not receive three reminders on three invoices: they receive six emails from a company chasing them every other day.** That is how a cash-flow delay becomes a dispute of principle.

Cadence per customer

Element	Per invoice	Per customer
Messages over 11 days	6	**2**
Invoices covered	3	**3**
Counter	3 counters	**1 counter**
Sends over 3 months	**412**	**287**

No invoice is chased less often: it is the number of messages that falls, not the follow-up. One hundred and twenty-five fewer sends a quarter, and a cadence the customer can read.

The cadence costed before you choose

D+7 or D+15, two chasers or four: every cadence is run over your last three months before you decide — this one comes to 287 sends instead of 412, with no invoice chased

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any less often. You choose on figures rather than on a hunch; the choice stays commercial, it depends on your sector, your amounts and your relationships, and it applies as soon as you have approved it.

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