

Copyable Lead Response Framework: The 5-Minute Lead Reply System

Use this as a simple SOP for your business.

1. New lead comes in

Source:

- Call
- Form
- Email
- DM
- Booking request
- Quote request

2. Classify the lead

Choose one:

- Urgent: respond within 5 minutes
- Standard: respond within 15–30 minutes
- Low urgency: respond same business day

3. First response

Use this structure:

“Hi [Name], this is [Your Name] from [Business]. I saw your request about [specific need]. We can help. [Ask one simple question or offer one next step].”

4. If no answer

Send a text or email:

“Hi [Name], I just tried reaching you about [specific need]. Happy to help — you can reply here, call me back, or send a good time to connect.”

5. Follow-up schedule

- Attempt 1: immediately
- Attempt 2: later the same day
- Attempt 3: next business day

- Attempt 4: 2–3 days later

6. Track the result

Mark the lead as:

- Booked
- Quoted
- Needs follow-up
- Not a fit
- No response
- Lost to competitor

7. Review weekly

Once per week, check:

- Average response time
- Number of missed calls
- Number of leads not contacted
- Number of leads booked
- Number of leads lost
- Common reasons leads do not convert