MODULE 10: EMAIL, CRM AND FOLLOW-UP

Speed-to-lead system

Lesson: Speed to lead: answering inquiries · about 15 minutes

Set targets, templates and cover so every inquiry gets a fast, useful reply.

Your business (name, service, main city):

1. List every channel inquiries arrive through and write your response-time target for each.

2. Look at your last ten inquiries. Write how long each took to get a first reply and whether it booked.

3. Write your first-reply email, including the questions you need answered to quote.

4. Write your auto-reply, including when you will respond and what urgent buyers should do.

5. **Describe who covers the inbox on event days and in peak season, and at what times they check.**

Check: can you now

- Set response-time targets for each inquiry channel and a plan to meet them on event days
- Write a first reply that answers, qualifies and proposes a next step
- Calculate what slow responses cost your business in lost bookings

One change you will make this week