fynl.io

FREE LOG SHEET

Lead response time log and reply scripts

Twenty enquiries, two times each, one median, and three acknowledgement messages you can adapt.

1. Twenty enquiries

#	Channel	Arrived (day, time)	First useful reply	Wait (minutes)	Won?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Median wait (sort the waits, average the 10th and 11th): _____ Longest wait: _____

2. Targets

Calls and voicemails: _____ Web forms: _____ Email: _____ Messages: _____

3. Acknowledgement scripts

> Thanks for getting in touch, [name]. We have your message and [a person] will reply by [time]. If you would rather pick a time to talk now, you can book here: [link]

> Thanks for your enquiry about [service]. We are on jobs during the day and reply to every enquiry by [time]. Our prices start at [price], and you can see availability here: [link]

> You have reached [business] outside our hours. We reply from [time] on [day]. To book straight away, use [link].

The full guide, with the video: fynl.io/blog/lead-response-time/ Free calculator: fynl.io/missed-call-cost-calculator