

Sales – Lead Follow-Up Scripts (Call + Email)

Use when someone inquires but doesn't book or accept a quote.

Speed wins. Follow-up within 5–60 minutes where possible, and again at 24 hours, 3 days, and 7 days.

Call script (2–3 minutes)

“Hi [Name], it's [Your name] from [Business]. Thanks for your enquiry about [job/project]. Just calling to clarify a couple of quick things so we can give you the best option.”

- 1) “What outcome are you wanting?”
- 2) “What's your ideal timeframe?”
- 3) “Have you already had other quotes / what are you comparing?”

Close:

“Based on that, the next step is [book a site visit / send quote / confirm spec]. Can we lock that in for [two options]?”

Email 1 — Immediately after enquiry (same day)

Subject: Next step for your [job/project]

Hi [Name],

Thanks for reaching out about [job/project]. To make sure we give you the right solution, can you reply with:

- Desired outcome
- Timeline
- Location
- Any photos/measurements (if available)

Once I have that, I'll [confirm a time / provide a quote / give options].

Regards,
[Your name]

Email 2 — Quote sent (24–48 hours later)

Subject: Checking in — quote for [job/project]

Hi [Name],

Just checking you received the quote for [job/project]. Any questions I can answer?

If you're comparing options, the key differences to look at are:

- [Quality / warranty / experience]
- [Timeline / process]
- [Inclusions / exclusions]

Would you like to proceed, or should we adjust anything to better fit what you're trying to achieve?

Thanks,
[Your name]

SMS option (short)

“Hi [Name], [Your name] from [Business]. Just checking you got the quote / info for [job]. Any questions? Happy to help.”