Stop losing the first conversation.

LEAD OPERATIONS RESPONSE KIT / A practical seven-day reset for incoming inquiries.

START HERE / 15 MINUTES

Choose one inquiry channel. Review ten recent inquiries, set a realistic response standard, and name the person responsible for the next action.

01 Find the break before adding more leads.

A missed call, an unanswered form, or an unclear handoff deserves a visible owner. This kit helps you see the gap and test one change. It does not promise more sales.

Channel to improve first (for example: calls, website forms, or email)

Primary response owner

Backup when the owner is unavailable

Staffed response hours and time zone

Our first human response target

After-hours plan: who checks the queue, and when?

Set a standard you can keep. An automatic receipt is useful, but it is not a human response. Tell people what happens next and never promise coverage you do not provide.

Audit the last ten inquiries.

Use records from one defined period. Keep unanswered and unknown inquiries in the review.

Period reviewed (start and end dates)

Channel / record source

Use an internal reference, not customer details. Record timestamps with dates; mark missing facts **unknown**. Use **none** where no human attempt has occurred.

Record ID	Inquiry received	First human attempt	Conversation?	Next step set?

Conversation? Yes / no / unknown. **Next step set?** Yes only when an owner and a due date are recorded. An attempted call and a two-way conversation are different outcomes.

Check the gap: received time to first human attempt is elapsed time, including overnight. Note after-hours arrivals separately. Ten inquiries can reveal a workflow gap; they do not prove a sales uplift.

Make the next step easy.

Adapt these prompts to a real inquiry. Use the contact channel the person has agreed to use.

FIRST HUMAN RESPONSE

"Hi [first name], this is [your name] with [business]. I saw your request about [need]. What are you trying to get done, and when? I can help with the next step."

IF YOU MISS THEM

"I tried reaching you about your [service] inquiry. Would [option A] or [option B] work for a quick conversation? If your plans have changed, let me know and I will update our records."

02 Before handing it off, confirm the need.

Ask what they need, when they need it, and what information is still missing. Reflect it back: "So the priority is [need] by [timing], and our next step is [action]. Is that right?"

Need and timing (keep private customer details in your own system)

One specific next action

Who accepts the handoff?

Due date / time and follow-up channel

Close the loop: the receiving person confirms ownership. If nobody accepts it, the original owner keeps it. Stop follow-up when asked; do not treat silence as permission for endless contact.

Run it for seven days.

Improve one routine. Compare a similar set of inquiries before deciding what to change next.

DAY 1	Audit ten inquiries and choose one response gap.
DAY 2	Agree the response target, staffed hours, owner, and backup.
DAYS 3-6	Check the queue at agreed times. Record attempts and next actions.
DAY 7	Review the next ten inquiries and decide what to keep or change.

03 Count what actually happened.

For each period, use all ten records as the denominator. Keep unknowns visible. Do not count an auto-reply as a human attempt or a booked call as a completed conversation.

MEASURE	BEFORE / 10	AFTER / 10
Human attempt within our target		
Two-way conversation occurred		
Owner + next action + due date recorded		
No human attempt recorded		
Unknown response timing		

Counts describe your sample; categories can overlap. A different lead mix can change results. Keep the same channel and standard for a more useful comparison.

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