



FREE CHECKLIST · UK SERVICE BUSINESSES

UK Lead Response Checklist: Stop Losing Jobs to Slow Follow-Up

A practical, print-ready checklist for plumbers, electricians, salons, cleaners, and dental practices who want to respond faster, follow up consistently, and convert more enquiries into booked jobs.

SPEED TO LEAD

FOLLOW-UP SEQUENCE

MISSED CALL PROTOCOL

CRM & AUTOMATION

WEEKLY HEALTH CHECK



1 Speed to Lead

- Respond to every new enquiry **within 5 minutes** during business hours
- Have an **automated SMS or email** that fires instantly for out-of-hours enquiries
- Never let a missed call go without an **automatic text back**
- Set a maximum response time rule** for your team and enforce it
- Track how long it takes you to respond to each new enquiry **this week**

2 First Contact Checklist

- Use the **lead's name** in the first message
- Reference the **specific service** they enquired about
- Give a **clear next step** — quote, callback, or booking
- Set an expectation for **when they will hear from you**
- Do **not** send a generic "thanks for your enquiry" message with no next step

3 Follow-Up Sequence

- Send **at least 3 follow-ups** before marking a lead as lost
- Space follow-ups at **24 hours, 48 hours, and 5 days**
- Use a **mix of SMS and email** — not just one channel
- Change the angle** in each follow-up — do not send the same message three times
- Always include a **clear call to action** in every follow-up message



4 Missed Call Protocol

- Every missed call gets a **text back within 60 seconds**
- The text back **names the business** and asks how you can help
- Missed calls are **logged in your CRM** – not just your phone
- A team member **reviews missed calls** at the end of every working day
- Out-of-hours missed calls trigger an **automated response** explaining when you will call back

5 CRM and Automation

- Every new lead **enters your CRM automatically** – not manually
- No lead sits without a **next action assigned**
- Automated follow-up sequences** are active for all new enquiries
- You review your pipeline **at least once every morning**
- Lost leads are **marked with a reason** so you can identify patterns



6 Weekly Lead Health Check

- Q1 How many new enquiries did you receive this week? -----
- Q2 How many did you respond to within 5 minutes? -----
- Q3 How many follow-ups did you send? -----
- Q4 How many leads went cold without a follow-up? -----
- Q5 What was your enquiry-to-booking conversion rate? -----

NEXT STEP · AUTOMATE IT ALL

Want to automate everything on this checklist?

Most of the items on this checklist can be automated inside GoHighLevel — missed call text back, instant lead response, follow-up sequences, and CRM pipeline tracking. UK service businesses using GoHighLevel typically respond to leads within seconds and follow up automatically without lifting a finger.

[Try GoHighLevel free for 14 days →](#)

AutomationClarityHub.com

Maintained by Sonia — Level 2 Qualified Software Tester