Script

The first 5 minutes with a new lead

The business that answers first usually gets the job. Use this script for every new call, text or form, and give it to whoever answers your phone.

1 Minute 1: reply

- [ ] Missed the call? Text back now: “Hi, this is [name] from [business]. Sorry I missed you. What can we help with?”
- [ ] Use their name and yours. People buy from a person, not a company.
- [ ] Answer the question they asked before asking yours.

2 Minutes 2–3: understand the job

- [ ] “What's going on, and when did it start?”
- [ ] “What's the address?” (confirms you serve the area)
- [ ] “When would you like it done?” Urgent or planned changes the next step.
- [ ] “Is there anyone else who decides with you?” Book the visit when they can both be there.

3 Minute 4: ask for photos

- [ ] “Could you send 2–3 photos? A wide one and a close-up help us price it right.”
- [ ] Photos let you give a range now, or skip a trip for small jobs.

4 Minute 5: book the next step

- [ ] Offer two times, not an open question: “I can come Tuesday 9–11 or Wednesday 2–4. Which works?”
- [ ] Confirm by text with the date, the arrival window and your name.
- [ ] Say what happens next: “You'll get the estimate by tomorrow at 5.” Then do it.

5 If they don't answer

- [ ] Follow up once a day at most, for a few days, then stop. A short, kind message beats pressure.
- [ ] Only text people who contacted you or agreed to texts, and honor STOP right away.

In 360, Lia does minute 1 to 5 for you around the clock: she texts back missed calls in seconds, asks for photos and books the visit. You approve anything that costs money.