

Speed-to-Lead Cheat Sheet

The 5-minute rule, response checklist, and what to say.

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Print this. Stick it by the phone. The job goes to whoever responds **first and best** — not cheapest. Here's the standard to hold.

The one rule

Reach a new lead within 5 minutes. After 30 minutes, you're ~21x less likely to qualify them — they've already talked to a competitor.

Response-time scorecard

LEAD SOURCE	TARGET FIRST RESPONSE	OWNER
Phone call	Answer live, or text-back in < 1 min	Reception / auto
Missed call	Auto text-back instantly	Automation
Web form / chat	< 5 min	Auto + human
Facebook / Marketplace DM	< 15 min	Auto + human
After-hours (any)	Auto-reply now, human by open	Automation

The 5-minute response checklist

- Lead comes in → it hits ONE inbox everyone watches (not a personal phone).
- An automatic reply goes out in seconds (text or chat).
- A task is created and assigned — someone owns the follow-up.
- First human contact attempts a CALL, not just a text.
- Lead status is set (New → Contacted) so nothing gets lost.
- If no answer: follow-up sequence starts automatically.

What to say on the first reply

"Hi [name], thanks for reaching out to [business] — I can help with [their need]. Are you free for a quick call now, or should I text you a couple of times that work?"

Keep it short. Offer a next step. Make it easy to say yes.

Size your leak (do the math)

Monthly \$ leaking = missed leads/week × 4.3 × average job value × close rate Example: 6 × 4.3 × \$3,000 × 25% =

\$19,350 / month

The fix in one line

Missed-call text-back + instant auto-response + one shared inbox + automated follow-up = no lead waits, none get dropped. Want it set up? **Free 15-minute audit at frayze.ca.**