

AEO ZONE

Never Miss a Lead Playbook

A practical checklist for improving lead response and follow-up.

Audit the First Five Minutes

1. Call your business during operating hours and after hours.
2. Submit your website form from a personal email address.
3. Send a social media message and record response time.
4. Confirm every inquiry receives an acknowledgment.
5. Identify who owns each response channel.

Build the Follow-Up Sequence

1. Create an immediate acknowledgment.
2. Set a same-day personal follow-up standard.
3. Use text, email, and phone appropriately.
4. Schedule follow-up attempts over several days.
5. Track outcomes and lost reasons.

Weekly Scorecard

1. New inquiries received
2. Average first-response time
3. Contact rate
4. Appointments booked
5. Closed customers

Next Step: Take the Free Revenue Authority Score™ at AEOZone.com or explore the \$197 Business Growth Assessment™.

Educational resource only. Results and financing are not guaranteed.