

Step 1: Respond Within 5-15 Minutes

Speed is your superpower. The faster you contact a lead, the more likely you are to win the job. Aim to respond within 5-15 minutes - customers often message multiple providers and typically go with the first helpful response they receive. Set up instant alerts on your email, SMS, or WhatsApp to avoid delays.

Step 2: Personalise Every Message

Start strong by using the customer's name and referencing their request directly. It shows you've read their message and that you're professional.

Example: 'Hi James, thanks for your enquiry about moving your 2-bed flat next Tuesday - we'd love to help!'

Step 3: Qualify the Lead with Simple Questions

Engage your lead with 2-3 quick questions to confirm details and ensure you're a good fit. Keep it natural and helpful.

Example questions:

- Where are you moving from and to?
- Do you need packing help or just transport?
- Any stairs or lifts involved?

Step 4: Build Trust Instantly

Highlight your strengths in one or two lines - whether it's experience, insurance, punctuality, or 5-star reviews. Add social proof if possible.

Example: 'We've helped over 500 local customers and all our vans are insured. I can send a few recent reviews too if you'd like.'

Step 5: Provide a Clear, Simple Quote

Avoid long back-and-forth emails. Share a straightforward quote that includes:

- What's included (vehicle size, number of helpers)

- Pricing (fixed or hourly)
- Optional extras (packing, materials)
- Clear next steps (e.g. 'Reply here to book or call us at...')

Step 6: Follow Up Once - Professionally

If you haven't heard back after 24-48 hours, follow up once. Keep it polite and open-ended.

Example: 'Hi again, just checking if you had any questions about the quote I sent? Happy to help if you've not booked yet.'

Step 7: Track Every Lead You Receive

Use a spreadsheet or CRM to log who you've contacted, when, and the outcome. This helps you stay organised and learn which days, times, or services convert best. Tracking also improves your follow-up timing and increases your booking rate.