

Turn more inquiries into customers.

Start with the inquiries you already receive. This workbook helps you find a leak, write a useful response and track whether a small change works. Set aside 30 minutes; use real figures where you have them.

1. Find the stage that needs attention

Stage	What to count	What a drop suggests
Inquiry	New requests received	Your offer or route to contact may need work.
Qualified	Requests that fit your service, area and timing	Clarify fit before spending time on a quote.
Quote / next step	Qualified people given a clear next action	Your response or handoff may be slow or unclear.
Won and paid	Customers who agreed and paid	Check fit, proof, price, timing and follow-up.

Worked example - illustrative, not a forecast

A repair business receives 40 inquiries. Of these, 20 fit its services, 12 receive a quote and 6 become paying customers. Fourteen qualified inquiries do not become customers; eight never receive a quote. The first experiment is to fix that handoff, then compare the next week.

Useful measures: qualified rate = $20 / 40 = 50\%$. Quote-to-customer rate = $6 / 12 = 50\%$. Overall conversion = $6 / 40 = 15\%$. Track the same definitions each week.

Your bottleneck: _____

One change to test: _____

Make the next step easy.

2. Use a specific first reply

Hi [name], thanks for asking about [specific need]. We can help with [scope] in [service area]. To recommend the next step, please send [one or two essential details]. Then we can [call / inspect / quote] by [realistic time]. Does [next step] work for you?

Avoid asking for everything at once. Request only details needed for the next decision. Do not ask for passwords or payment-card information in an inquiry.

3. Agree on a follow-up, then keep your promise

When	Helpful message	Stop rule
At first reply	Confirm what you understood and a specific next step.	Do not promise work outside your scope.
At the time agreed	Ask if anything prevents the decision; offer the missing detail.	Pause if the person asks you to stop.
One final check-in	Offer to close the inquiry or reconnect at their preferred time.	Close it respectfully if there is no response.

Your reusable inquiry record

Name / contact: _____

Need and fit: _____

Service area / deadline: _____

Next action and owner: _____

Promised reply time: _____

Outcome and reason: _____

Keep contact information secure. Follow up through channels the person agreed to use. This worksheet is a process tool, not permission to send unsolicited campaigns.

SEVEN-DAY ACTION PLAN

Improve one thing. Measure what changes.

Day	Action	Evidence to keep
1	Review the last 10 inquiries; label each stage.	A stage count and missing information.
2	Choose the largest avoidable handoff gap.	One sentence defining the problem.
3	Write and use the first-reply template.	Response time and next action.
4	Give every open inquiry an owner and due date.	A complete follow-up list.
5	Review stalled quotes; ask what is missing.	Reasons, not guesses.
6	Check delivery capacity before promising dates.	Available slots and constraints.
7	Compare the same stage counts with day one.	Keep, change or stop the experiment.

Weekly scorecard

Week of: _____ Inquiries: ____ Qualified: ____ Quotes: ____
Won and paid: ____ Collected revenue: ____ Delivery costs: ____
Average response time: ____ Main lost-sale reason: _____

Turn it into a working tool

Open the free BIZORYN customer-acquisition calculator to test your assumptions. Use actual contribution per sale, not just revenue, when deciding how much you can spend attracting a customer.

Need help adapting this to your business? Ask Milo at bizoryn.com, or compare individual services and the optional \$100/year plan at Business Support. Start free; buy help only when it addresses a clear need.

Results depend on your offer, market and execution. This workbook does not guarantee sales or ranking.