

Speed-to-Lead: The Scripts

The missed-call text-back and the 4-touch estimate follow-up. Word for word, ready to use today.

You are not losing jobs to cheaper competitors. You are losing them to your own voicemail and your own silence after the estimate. These two systems fix both, and neither costs a dollar.

1. The missed-call text-back

A homeowner with a broken washer calls three companies and hires whoever answers first. When you cannot answer, this text goes out within 60 seconds, automatically if your phone system allows it:

THE TEXT

"Hi, this is [NAME] from [COMPANY]. Sorry we missed your call! Are you looking to get [SERVICE] taken care of today? Reply here and I will get you taken care of right away."

- **Rule 1:** Send within 60 seconds. Speed is the whole point.
- **Rule 2:** Always end with a question so replying feels natural.
- **Rule 3:** When they reply, call back immediately. The text buys you the callback.

2. The 4-touch estimate follow-up

Most operators follow up on an open estimate zero times. These four messages recover jobs you already did the work to win. Log every estimate and send these on schedule:

DAY 1 · THANK YOU

"Thanks for having me out today, [NAME]. Your estimate is attached. Any questions at all, text me here. I have room on [DAY] if you want it handled this week."

DAY 3 · ADD VALUE (NEVER 'JUST CHECKING IN')

"Hi [NAME], quick note: a slot opened up on [DAY]. If you book this week I can hold it for you. Happy to answer any questions about the estimate."

DAY 7 · DIRECT ASK

"Hi [NAME], circling back on the [JOB]. Are you leaning toward moving forward, or is something holding you back? If it is the price or the scope, tell me straight. Sometimes there is a smarter way to do it."

DAY 14 · LAST CALL

"Hi [NAME], last note from me. I am closing out my estimate list for the month, so this quote expires [DATE]. If you want it done, reply today and I will lock your slot. Either way, thanks for considering us."

3. Tone rules

- Helpful professional. Never desperate.
- Never discount first. Price objections get a conversation, not a panic discount.
- One direct ask per sequence. If day 14 gets silence, close the file and move on.

THE MATH

Recover even a handful of missed calls and dead estimates a month at a few hundred dollars of gross profit each, and these two scripts are worth thousands a year. They cost nothing to run.