

The Speed-to-Lead Playbook

The cheapest way to sell more without spending more: contact leads faster. Here's the rule, the checklist, and the cadence — the same system we build for clients.

Why minutes matter

Across the dealer campaigns we've run, the single biggest difference between a 13% and a 17% lead-to-sale rate wasn't more spend — it was follow-up speed. A lead contacted in 5 minutes is dramatically more likely to convert than one contacted in an hour. Speed-to-lead is free ROI: it lifts the numbers you already pay for.

The 5-minute rule

Every new lead should get a human-quality first response within 5 minutes, 100% of the time. Automation makes that possible even at 9pm on a Sunday.

Your instant-response checklist

- Automated text fires within 60 seconds of a form submit
- Automated email with next steps sends immediately
- Missed calls trigger an automatic text-back
- A human follow-up is queued within 5 minutes in work hours
- Every lead source flows into one CRM inbox
- After-hours leads get an auto-reply that sets expectations

A follow-up cadence that works

When	Touch
Minute 0	Auto text + auto email (instant acknowledgement)
Minute 5	Human call or personal text
Hour 1	Second call attempt if no answer
Day 1	Value follow-up (answer the likely question)
Day 3	Call + text with a reason to act
Day 7	Email + text; move to long-term nurture if no reply

Missed-call text-back template: “Hi [Name], this is [Business] — sorry we missed you! What can we help with? Reply here and we'll take care of it right away.”