AUDIT YOUR LEAD RESPONSE TIME —
YOU CAN'T FIX WHAT YOU DON'T MEASURE

SQUARE **1** GROUP

EVERY MINUTE YOU WAIT TO FOLLOW UP COSTS YOU MONEY.
TODAY YOU'LL FIND OUT EXACTLY HOW MUCH.

LEAD RESPONSE TIME

INSTRUCTIONS:

Speed to lead is the single biggest multiplier in your sales system. If you're taking hours (or days) to respond to inbound leads, you're basically lighting ad spend on fire.

This worksheet helps you:

- ✅ Measure how fast you respond now
- ✅ Identify the bottlenecks slowing you down
- ✅ Set your 5-minute response goal

You'll use this data tomorrow to design your instant-response workflow.

THE GUIDE:

STEP 1:
Where Your Leads Come From

Fill in the blank:
My leads usually come from _____.

Example: "Facebook ads and my website contact form."

STEP 2:
How You're Notified Right Now

Fill in the blank:
When a lead comes in, I get notified via _____.

Example: "Email only — no text or Slack alert."

STEP 3:
Track Your Average Response Time

Look at the last 5 leads and fill this in:

Lead	Time Received	Time Contacted	Delay
1			
2			
3			
4			
5			

Calculate your average delay: _____ minutes.

STEP 4:
Classify Your Speed

Multiple choice:

- ☐ Under 5 min = Elite (you're a weapon)
- ☐ 6–15 min = Competitive
- ☐ 16–60 min = Average
- ☐ 1–3 hours = Danger zone
- ☐ 4 hours + = You're losing money

STEP 5:
Find the Delay Point

Fill in the blank:
Most of the delay happens because _____.

Example: "I don't check email frequently enough or I manually assign leads in CRM."

STEP 6:
Identify Your "Reaction Chain"

List every step that happens between lead capture and first contact.

Example: Form → Zapier → CRM → Email notification → I open laptop → Text the lead

Count the steps. If you have more than 3, you already lost.

STEP 7:
Measure Your Lost Deals

Fill in the blank:
In the last month, I lost approximately ____ leads because I responded too slowly.

Example: "8 out of 20 inquiries ghosted before I called back."

STEP 8:
Set Your New Speed Goal

Fill in the blank:
By the end of this week, I'll respond to new leads within _____ minutes 100 % of the time.

Example: "5 minutes or less."

STEP 9:
Define "First Contact"

Clarify what counts as a response in your business:

- ☐ Phone call
- ☐ Text message
- ☐ Email reply
- ☐ DM

(Pick one — your system will automate this tomorrow.)

STEP 10:
Score Your Current System

On a scale of 1–10, how confident are you that you won't miss a new lead notification? ____ / 10

If under 7, you have a system problem — not a discipline problem.

Why It's Important:

Speed to lead is the fastest way to increase conversion without changing your offer or ads. If you're not first to call, text, or DM, someone else is. Awareness is step one — tomorrow you'll build the automation that makes "instant response" your new normal.

You just measured your reaction time.

Need help auditing your lead response system or building notifications in your CRM? Book a free strategy session:

square1grp.com/brainstormsession

Tomorrow, we fix it. We'll map out your **5-Minute Workflow** — the system that notifies, contacts, and assigns leads automatically.