

AUDIT YOUR SPEED-TO-LEAD REALITY

YOU DON'T LOSE DEALS BECAUSE OF BAD LEADS. YOU LOSE THEM BECAUSE YOU REPLY TOO LATE.

SPEED-TO-LEAD

HOW TO USE THIS WORKSHEET

Everyone thinks they respond fast. They don't. This worksheet forces you to measure how long leads actually sit untouched and how much money that delay quietly costs you.

Do not estimate. Pull real data from your CRM, inbox, DMs, or texts. Truth first. Fix second.

THE WORKSHEET:

<p>1. Define what "fast" means in your business</p> <p>Fill this in honestly.</p> <p>"I believe a fast response time is _____ minutes/hours." Write your number: _____</p> <p>This is your current belief, not reality.</p>	<p>2. Audit your last 20 new leads</p> <p>Pull real timestamps. For each lead, record:</p> <ul style="list-style-type: none"> • Lead received time • First response sent time <p>Now calculate the average. Average response time across 20 leads: _____</p> <p>If this number shocks you, good.</p>	<p>3. Categorize your response speed</p> <p>Place your average into one bucket.</p> <ul style="list-style-type: none"> • Under 5 minutes • 5–15 minutes • 15–60 minutes • 1–4 hours • Same day • Next day or later <p>Everything past 15 minutes is already decaying.</p>	<p>4. Identify your slowest response</p> <p>Fill this in.</p> <p>Longest response delay you found: _____ hours</p> <p>That lead was effectively dead on arrival.</p>	<p>5. When do leads usually come in?</p> <p>Check the most common.</p> <ul style="list-style-type: none"> <input type="checkbox"/> During work hours <input type="checkbox"/> Early morning <input type="checkbox"/> Evenings <input type="checkbox"/> Weekends <input type="checkbox"/> All over the place <p>This matters for system design later.</p>
<p>6. Why do responses get delayed?</p> <p>Choose the real reason(s).</p> <ul style="list-style-type: none"> <input type="checkbox"/> I don't see the notification <input type="checkbox"/> I'm busy when they come in <input type="checkbox"/> I want to "respond properly" later <input type="checkbox"/> I forget <input type="checkbox"/> I don't have a script ready <input type="checkbox"/> I underestimate urgency <p>Most delays are self-inflicted.</p>	<p>7. What do you tell yourself about delayed responses?</p> <p>Finish this sentence honestly.</p> <p>"It's okay if I respond later because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • they'll understand • they're probably busy • I'll sound more thoughtful <p>This belief is costing you deals.</p>	<p>8. Look at outcomes</p> <p>Answer this based on your experience.</p> <p>Fast replies usually lead to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Replies <input type="checkbox"/> Conversations <input type="checkbox"/> Booked calls <input type="checkbox"/> Sales <p>Slow replies usually lead to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> No response <input type="checkbox"/> Cold leads <input type="checkbox"/> Ghosting <input type="checkbox"/> Price resistance <p>Circle the truth.</p>	<p>9. Estimate the hidden cost</p> <p>Fill this in.</p> <p>Number of leads per week: _____</p> <p>Estimated % lost due to slow response: _____ %</p> <p>"This delay likely costs me _____ per month."</p> <p>You don't need perfect math. You need awareness.</p>	<p>10. Lock today's realization</p> <p>Finish this sentence.</p> <p>"My biggest lead problem isn't traffic or quality. It's _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • slow response • inconsistent follow-up • no system <p>Write yours: _____</p>

Why This Matters:

Speed isn't a tactic. It's leverage. Fast response increases trust, attention, and momentum before doubt has time to form. Slow response turns interested leads into "unresponsive" leads—and then you blame the market. Today you proved this is a system issue, not a lead issue. Tomorrow, we diagnose **where delays are actually created** so you can stop relying on willpower and start fixing the process.

If you want help installing a speed-to-lead system that protects every new inquiry:

<https://square1grp.com/brainstormsession>