

Speed-to-Lead SOP

Never Let a Lead Go Cold.

THE PLAY (ONE LINE)

Assign someone to answer and close inbound leads FAST — before you spend another dollar on marketing.

Why this matters

Cameron Tope: "You spend \$20,000 a month on marketing, but nobody answers the phone... you're just lighting money on fire." His first hire was a phone-answerer; the marketer came second.

THE IGNITVIO STUDY · ~1,100 BUSINESSES CALLED AFTER HOURS

28%

called back

68%

forms ignored <24h

64%

never replied

68 min

median response

The 6 Steps

1

Time your own response.

After hours, call your business line + fill out your own form. Clock how long a real reply takes. That's your baseline.

2

Assign ONE owner to inbound — before scaling marketing.

One person whose only job is answering + closing incoming leads.

3

Set a response SLA.

Define the max minutes to first human response (aim <=5). Protect their slack so they can always pick up (fire-department principle: ready, not maxed).

4

Add an instant auto-reply to every form.

"Got it - we'll call within the hour." Silence is what loses the lead.

5

Close the loop.

A simple follow-up sequence (missed-call text-back, callback within SLA) so no lead ever sits.

6

Fix the gap BEFORE spending on ads or SEO.

More leads into a leaky bucket just wastes money faster.

Your response-time baseline: _____ minutes

☐ Timed my own response

☐ Assigned an inbound owner

☐ Set an SLA (<=5 min)

☐ Auto-reply live

☐ Loop-close sequence

☐ Fixed gap before ad spend