Enquiry follow-up templates

Texts, emails and a call script you can copy today

The first helpful reply wins. Copy, adjust the wording to sound like you, and set them up to send automatically in your CRM.

Instant reply (text)

STRAIGHT AWAY

Hi [Name], thanks for getting in touch with [Business]. We have your enquiry and [Name] will call you [today / by 11am tomorrow]. If it is urgent call [number].

Clinic enquiry (keep health details out)

TEXT, WITHIN MINUTES

Hi [Name], we have received your enquiry at [Clinic] and will be in touch [today / tomorrow morning]. You can also book online here: [link].

IF NO ANSWER

Hi [Name], we tried to call. When is a good time to ring you back, or you can book here: [link].

REMINDER AFTER 3 DAYS

Hi [Name], just checking you got what you needed. We have appointments available [this week]. Book here: [link].

Quote follow up (home improvement and trades)

SAME DAY

Hi [Name], I have sent your quote for [job]. Let me know if you have any questions or want anything adjusted.

DAY 3

Hi [Name], how are you getting on with the quote? Happy to talk through the options.

Enquiry follow-up templates

Continued, and the call script

DAY 7

Hi [Name], here is a similar job we finished recently: [link]. If anything is holding you back, tell me and I will see what I can do.

DAY 14

Hi [Name], is this still something you want to go ahead with? I can hold a slot for [date] if so. If not, no problem at all.

Missed call text back

AUTOMATIC

Hi, sorry we missed your call to [Business]. We will ring you back shortly, or you can message us here.

The call script

Step	Say
Open	"Hi [Name], it is [You] from [Business]. You enquired about [service]. Is now a good time?"
Understand	"Tell me a bit about what you are looking for." Ask what, where, when and any budget.
Qualify	"Is this for now, or are you planning ahead?" Check the area and timing.
Next step	"The next step is [visit, appointment, quote]. Can I book you in for [day]?"
Close	Confirm details, send a text with the date, and record the outcome.

> **Record every outcome.** Booked, quoted, lost, wrong area. It is how you learn which ads bring real work.