



The Speed-to-Lead Playbook:

6 Lead Outreach Templates for Contractors

to Increase Your Set Rate

What's inside



Learn how to beat your competitors to every lead (and actually get responses!) and watch your ROI soar.

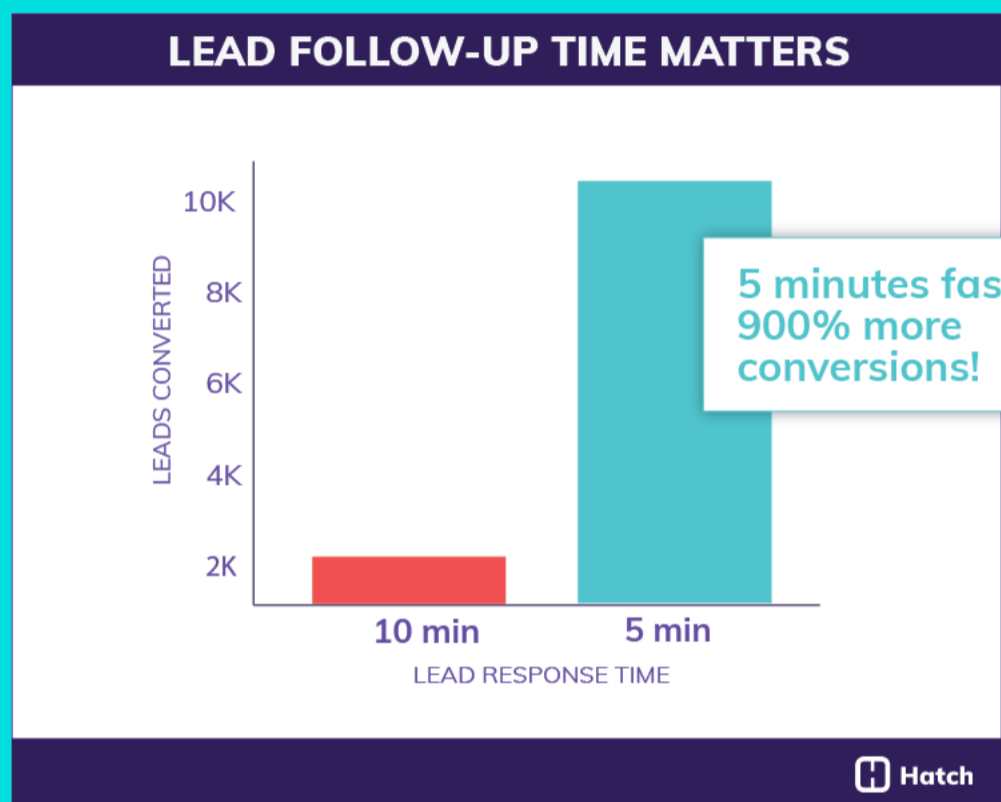
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Introduction

Did you know that reducing your lead follow up time from 10 minutes to 5 minutes can increase your conversion rates by 900%?

Put another way, if you're not reaching out to your leads with SPEED, then you're losing revenue.

If you're not reaching out to your leads with speed, you're **losing revenue**.



This is what Hatch calls Speed to Lead (S2L).

And why we've created the Speed-to-Lead Playbook. In it you're going to learn exactly how to:

- Improve your speed to lead
- Get responses to those leads
- Set more appointments and close more deals

The result? Higher ROI than you thought was possible. But first...a deeper dive into S2L.

82%

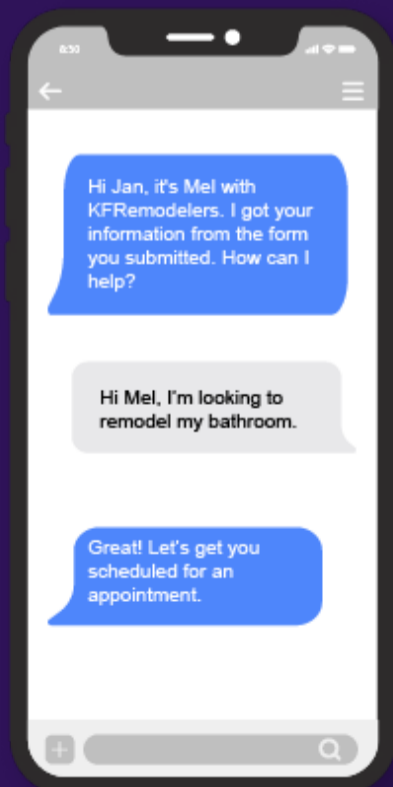
of homeowners expect to hear from you within **10 minutes**

78%

of deals go to the business that **reached out first.**

391%

responding **within one minute** leads to 391% more conversions.



What is speed to lead?

Speed to lead is the strategy of quickly communicating with a lead once they reach out to your business, such as by filling out a form or calling you.

As you now know, you should strive to get to every lead within five minutes.

But don't worry—it's easier than you think! You don't need a call center to create an effective speed-to-lead strategy. You just need the tools, the process, and the templates, which are all in this guide!

You should strive to get back to every lead within 5 minutes.

Step #1: Create your speed to lead foundation

Based on the data, these are the three tools you need for your speed to lead strategy.

1. Website optimized for lead capture

First and foremost, your website needs to provide ample opportunities for potential customers to reach out to you.

That includes:

Your website needs to make it **as easy as possible** for potential customers to reach out to you.



Chat

79% of consumers expect a website chat option on a website



Text

Especially on mobile, your phone number should be tap-to-text.



Call

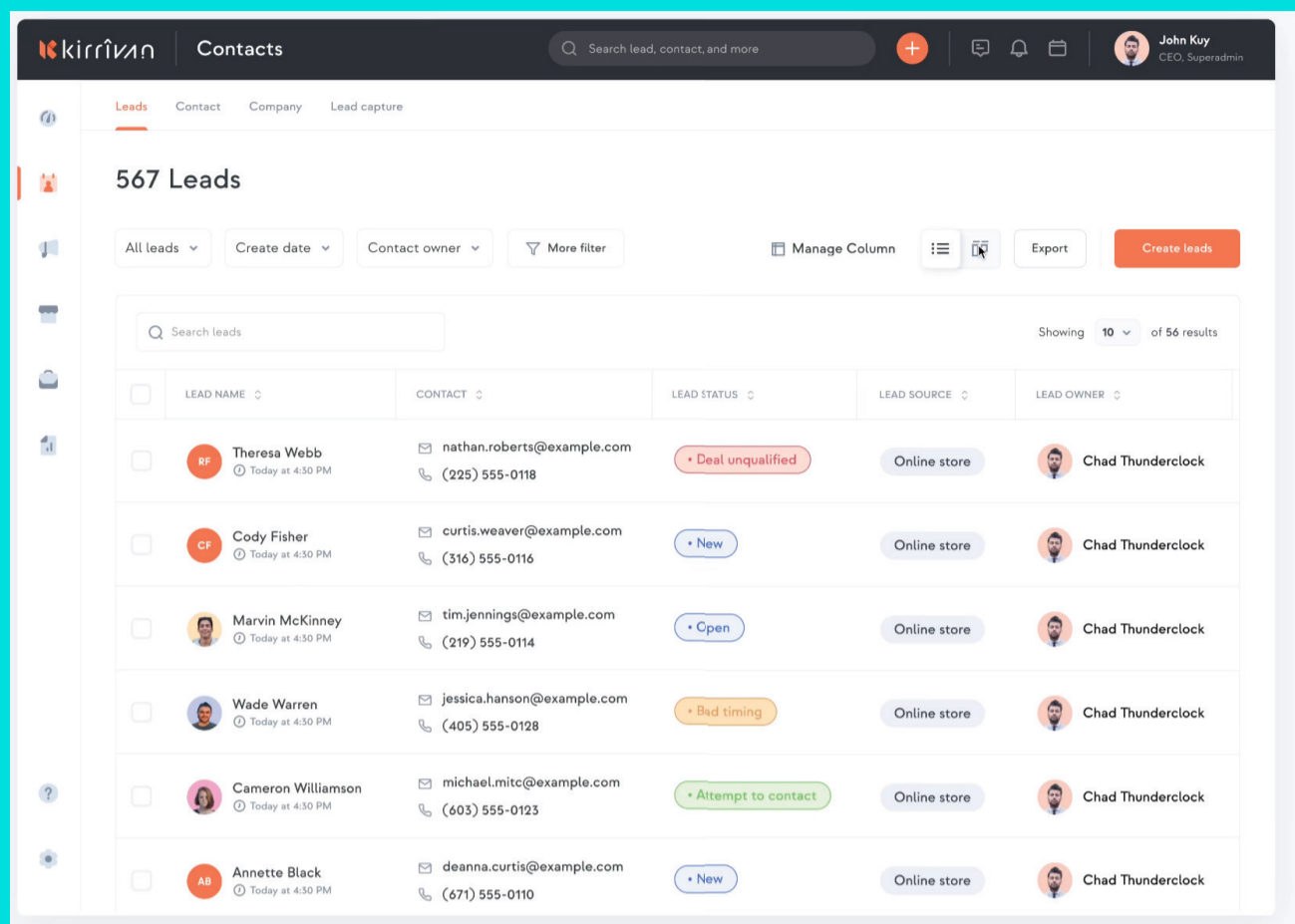
Make sure your phone number is prominent on every page of your website—especially your homepage—and make sure it is tappable.



Email

Your contact us page and landing pages should all contain forms so you can capture lead contact information.

Catered communication means more appointments, sales, and upsells.



LEAD NAME	CONTACT	LEAD STATUS	LEAD SOURCE	LEAD OWNER
Theresa Webb Today at 4:30 PM	nathan.roberts@example.com (225) 555-0118	Deal unqualified	Online store	Chad Thunderclock
Cody Fisher Today at 4:30 PM	curtis.weaver@example.com (316) 555-0116	New	Online store	Chad Thunderclock
Marvin McKinney Today at 4:30 PM	tim.jennings@example.com (219) 555-0114	Open	Online store	Chad Thunderclock
Wade Warren Today at 4:30 PM	jessica.hanson@example.com (405) 555-0128	Bad timing	Online store	Chad Thunderclock
Cameron Williamson Today at 4:30 PM	michael.mtc@example.com (603) 555-0123	Attempt to contact	Online store	Chad Thunderclock
Annette Black Today at 4:30 PM	deanna.curtis@example.com (671) 555-0110	New	Online store	Chad Thunderclock

2. CRM or customer database

Once your messaging channels are in place, you need a CRM or customer database. A platform where you can keep track of all your leads—their contact information and the details of their interaction with your business.

When you are able to keep track of each of your leads and contacts, you can customize your communication with them, and this better experience leads to more appointments, sales, and upsells.

For a deep dive into the best home improvement CRMs, check out this [list we compiled of our favorites](#).

3. Texting platform

Text is the PREFERRED method of communication for consumers these days. A texting platform enables you to manage all your text messaging from different channels like iMessage and WhatsApp all in one place.

When you can message with your leads efficiently, you can follow up with a higher volume of leads at a faster pace. That's speed to lead!

Ideally, your texting platform integrates with your CRM so it can record those interactions and help you keep track.

95%

of texts are **opened** and **read**.

99%

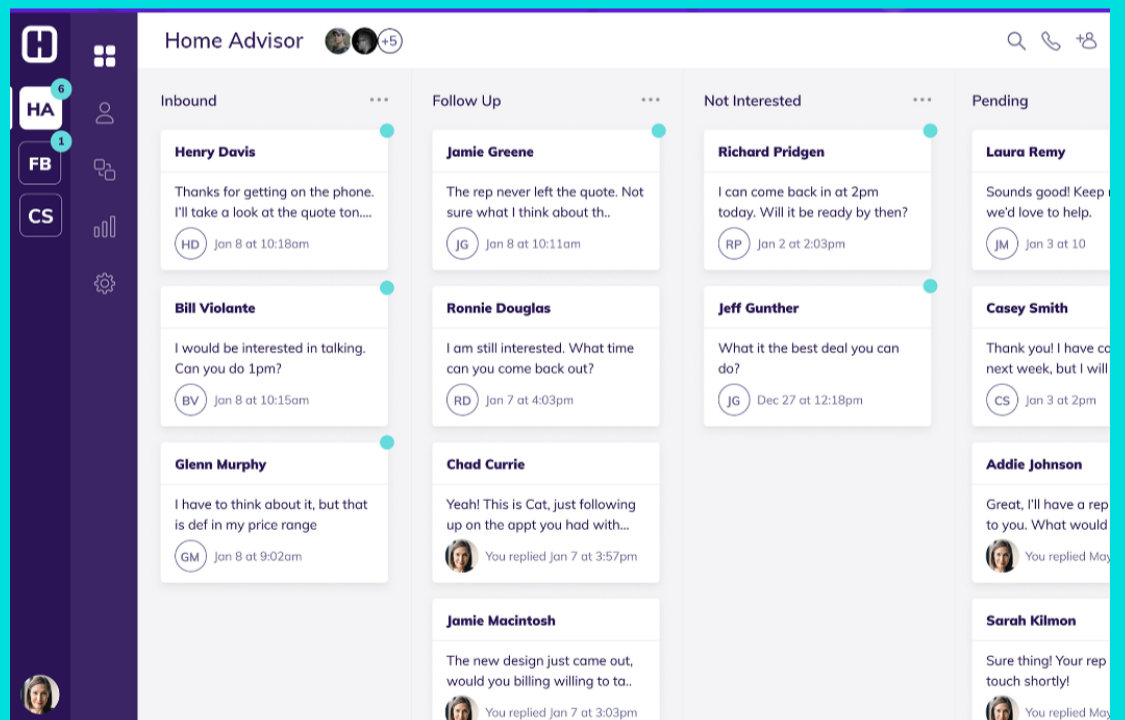
of those texts are **replied** to.

98%

of people **ignore** phone calls from businesses.

90%

of people **want to have text conversations** with businesses.



Prompts Advanced

Ask for their full address ✎ ⊖ =

Find out their type of home ✎ ⊖ =

Ask how many windows or doors ✎ ⊖ =

Ask when they are available for an estimate ✎ ⊖ =

[Add new prompt](#)

9:41 📶 🔋

MURPHY HVAC 📷

Yesterday 10:15am 🔄 AI Agent

Great! And could you please let me know what type of home you have? Is it a single-family, condo, or townhome? 👤

Single family bungalow 👤

🔄 AI Agent

Thank you for that information, Emma. Now, tell me how many windows you are looking to replace in your bungalow? 👤

📷 🗨️ 📎 📧 🗣️ iMessage

1,539

CONVERSATIONS
HANDLED

5 sec

RESPONSE TIME

122+

HOURS SAVED

HATCH ASSISTANT

AI agents that text with your leads

Through authentic conversations, your bot moves leads through your funnel while saving you time. They can:

- Qualify and route leads
- Set appointments
- Follow up on quotes
- Answer questions about your business

[LEARN MORE](#)



Reduce costs

No more wasted time, missed opportunities, or agent turnover



Increase revenue

Higher response, set, and close rates



Stay in control

Customize your bots, take over at any time, monitor performance.

Step #2: Set up your speed to lead team

Teams with higher engagement and sales have three major players.

All-star speed-to-lead team players & roles:

S2L owner

Engages and qualifies all leads and sets appointments (administrative assistant, inside rep, call center rep, marketing associate, etc.)

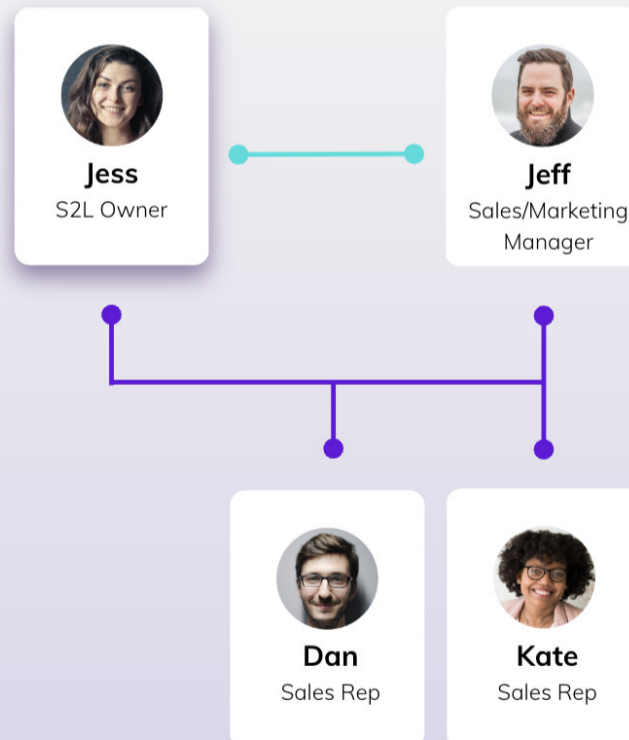
Marketing/sales manager

Owns campaign strategy around each lead source. Has visibility for coaching S2L owners and ensuring set and close rate benchmarks are met.

Field/sales rep

Handles the appointments set by the S2L owners.

An **efficient** team structure makes all the difference.



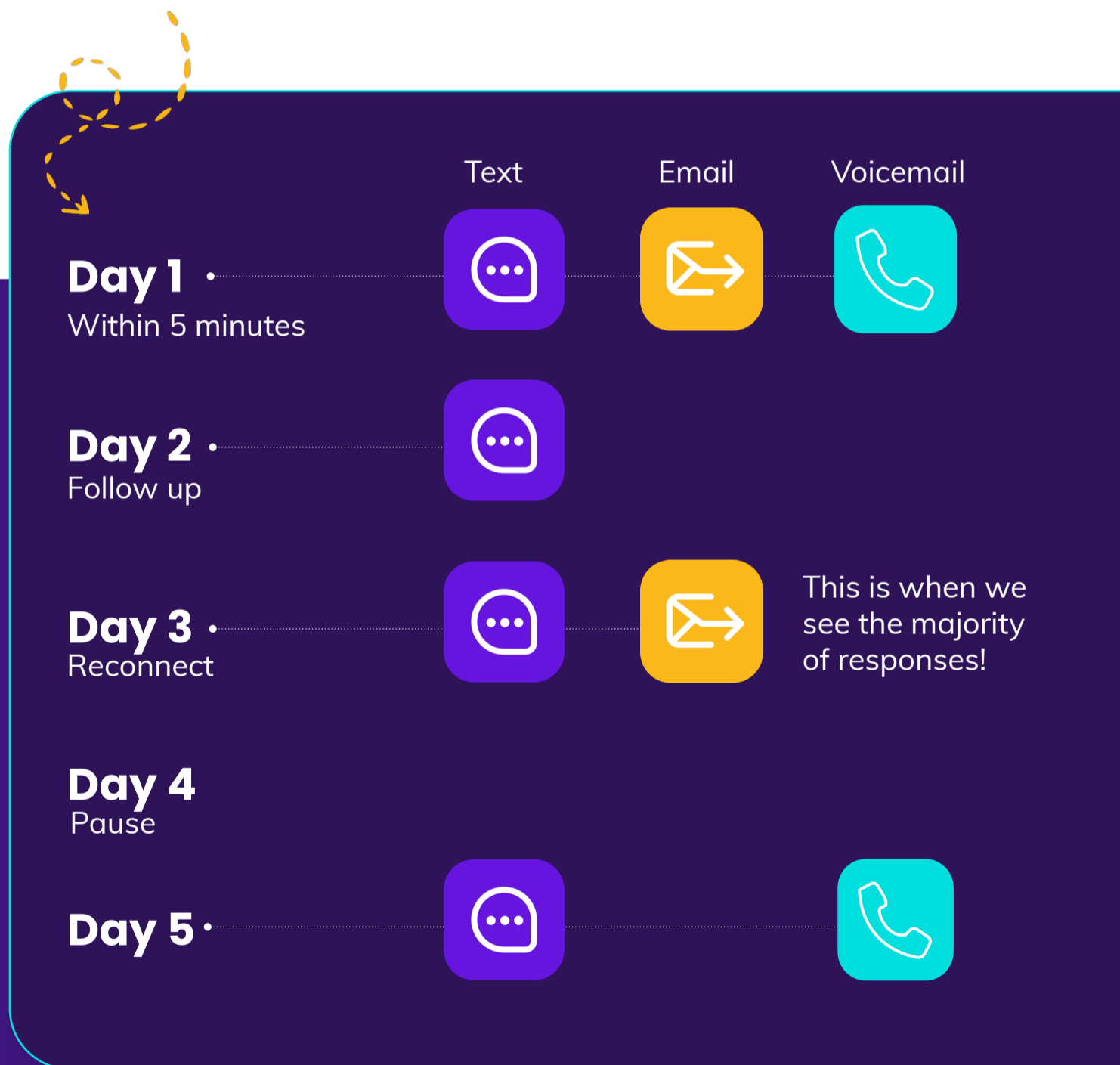
Step #3: Set up your speed to lead sequence

Our templated sequence is proven, based on thousands of conversations we've analyzed. Plus, we've written out the messaging for you!

An effective speed-to-lead sequence is:

- 1. A series**
of multi-touch messages (text, email, and calls/voicemails).
- 2. Scheduled**
That gets scheduled and sent in a specific order to leads or customers.
- 3. ALWAYS leads with text**
You have a better chance of getting in front of the homeowner and letting them decide the channel to chat on from there.

Text will get the response, then you can engage on their channel of choice.



Touch 1 – Day 1

Send within 5 minutes of lead request.



Hi [name], it's [name] with [company]. I got the form you submitted and wanted to get you scheduled for an appointment or answer any questions you have. How can I help?



Subject: ABC Siding | Name, let's get scheduled

[Contact First Name],

I got your information from the form you submitted online. I wanted to get you scheduled or answer any questions you might have.

Touch 2 – Day 2

Follow up with value to pique their interest.



Hi [name], it's [name] with [company]. Following up on the form you submitted. I want to confirm a time for you to meet with our siding specialist and learn how we can help.

Touch 3 – Day 3

Show WHY they should want to connect.



I don't want you to miss the opportunity to hear about the benefits of new siding on your home! Anything I can do to help?



Subject: ABC Siding | Jan, I don't want to miss you!

Jan,

I got your information from [lead source] and wanted to get you scheduled or answer any questions you might have.

What day/time works best?

Touch 4 – Day 5

Skip a day then give them an out to put them in control.



Jan, it's [name] with ABC Siding. I don't want to bother you anymore, so I'll just follow up one last time. Any chance you have 10 minutes to chat about the siding you're looking to get done? You can just text me when you're ready.



Grow your revenue with Hatch

With automated outreach over text, email, and phone—plus custom AI bots that do the grunt work—companies that use Hatch see increased set and close rates while decreasing costs and effort. It's not just a communication solution, it's a revenue solution.

BOOK A DEMO

TRY HATCH AI

Get a tour of the platform

Try Hatch AI for yourself

