

The 5-Minute Lead Response Checklist

for Cleaning Companies

Most cleaning leads don't go to the best cleaner — they go to the fastest, clearest reply. Run through this checklist every time a quote request comes in, and you'll answer in under five minutes without starting from zero.

THE CHECKLIST

- ☐ **Reply the same business day.** Set a personal target (for example, within 2 hours during work hours) and treat it like an appointment you can't miss.
- ☐ **Read the whole inquiry first.** Note the service requested, the location, and any date they mention — before you write a single word.
- ☐ **Address them by name.** “Hi Sarah” beats “Hi there” every time.
- ☐ **Repeat back what they asked for.** One line confirming the service and area shows you actually read their message.
- ☐ **Give a clear next step.** Offer two specific options (for example, “Tuesday afternoon or Thursday morning”) instead of “let me know what works.”
- ☐ **Be honest about availability.** Only promise timelines you can keep. If you're unsure, say so — it builds more trust than a guess.
- ☐ **Set expectations in one line.** Briefly note what's included in a standard clean so there are no surprises later.
- ☐ **Ask one qualifying question.** For example: “Is there a date you're hoping to have this done by?” It keeps the conversation moving.
- ☐ **Sign with your name, business name, and phone number.** Make it effortless for them to reach you.
- ☐ **Log the lead.** Name, date, service requested, and when you replied. A spreadsheet or a notebook is fine — the tool doesn't matter, the habit does.
- ☐ **No reply within 24 hours? Send one friendly nudge.** Use Template 2 on page 2. One follow-up is professional; silence is not.
- ☐ **Re-read before sending.** Check the tone, the spelling, and confirm you answered their actual question.

Copy-Paste Templates

Save these in your phone's notes app. Fill in the [brackets] once, and every future reply takes minutes.

Template 1 — First response to a quote request

Hi [Name], thanks for reaching out to [Business Name]! Yes, we clean in [their area].

A standard visit includes [one line — for example: kitchens, bathrooms, dusting, floors, and trash].

To give you an accurate quote, could you tell me [1-2 details — for example, bedrooms/bathrooms or approximate square footage]?

I have openings [two options — for example, Tuesday afternoon or Thursday morning] for a quick call or walkthrough — would either work for you?

— [Your Name], [Business Name], [phone]

Template 2 — The 24-hour follow-up nudge

Hi [Name], just checking in — I sent a few quick questions yesterday so I can put together your quote. No rush at all; I just didn't want your message to get buried.

Would you like me to go ahead with [brief recap — for example, the deep clean on the 2-bed condo]?

— [Your Name], [Business Name], [phone]

Want the full 10-stage system?

This checklist covers stages 1-2 (Lead and Response) of the customer journey. The **AI Cleaning Business Growth System** (\$37, one-time payment) gives you the reusable templates, AI drafting prompts, step-by-step routines, 30-day content calendar, and tracking worksheets for all 10 stages — from first inquiry through follow-up, booking, retention, reviews, referrals, reactivation, and marketing.

Learn more at revenuexpressusa.com/ai-cleaning-business-growth-system/