



2-MINUTE DIAGNOSTIC

How much demand is leaking between the ad click and the sale?

Score each area: 0 = absent, 1 = manual or inconsistent, 2 = structured and measured.

1. First response speed

0

1

2

2. Consistent qualification

0

1

2

3. Central lead storage

0

1

2

4. Follow-up coverage

0

1

2

5. Clear booking / next step

0

1

2

6. Human handoff rules

0

1

2

7. Ad-to-booking attribution

0

1

2

Your total

Maximum score: 14

Weakest stage

Start with one bottleneck, not everything.



WHAT THE SCORE MEANS

Use the score to choose the first system to install.

0 - 4

Demand is leaking

Leads depend on memory, availability and manual follow-up. Start with response, capture and a basic qualification flow.

5 - 9

Partially structured

Some steps work, but gaps remain between channels, people or follow-up stages. Connect the existing process before adding complexity.

10 - 12

Strong foundation

The process is mostly reliable. Focus on routing, attribution, response quality and conversion measurement.

13 - 14

Optimized process

The system is structured. Test copy, qualification depth, channel mix and handoff timing.

Recommended next question

Which score surprised you most - and what normally happens at that stage today?

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