

CORE LEVERAGE PARTNERS

The Conversion System Scorecard

7 Questions That Reveal Why Your Leads Aren't Converting

You're spending money on leads. They're coming in. But somewhere between the first inquiry and the signed agreement, most of them disappear.

That gap between lead and customer isn't a marketing problem. It's a conversion infrastructure problem. And most business owners have never been shown how to see it.

This scorecard gives you a framework to evaluate the seven areas where service businesses most commonly lose revenue they've already paid to generate. Each question maps to a specific, measurable breakdown in how leads are handled, communicated with, and converted.

Answer honestly. The gaps you find aren't failures — they're opportunities you haven't captured yet.

Core Leverage Partners • Conversion Systems for Service Businesses

Before You Start

Most businesses respond to slow growth the same way: spend more on leads. Run another ad campaign. Try a new platform. Hire another marketing agency.

And it works — for a while. More leads come in. But revenue doesn't grow proportionally. The close rate stays flat or drops. The cost per acquisition creeps up. And the owner is left wondering why more leads aren't producing more profit.

The answer is almost always the same: the leads aren't the problem. What happens after the lead comes in is the problem.

Conversion infrastructure is everything that occurs between someone expressing interest and becoming a paying customer. It includes how fast you respond, what you say, how many times you follow up, what information you provide, how you handle their questions, and whether your process is designed around their experience or your convenience.

Most businesses have never evaluated this infrastructure as a system. They've built it accidentally — a collection of habits, assumptions, and ad-hoc processes that nobody designed and nobody monitors.

The seven questions that follow will help you see your conversion infrastructure clearly, many for the first time. Each one maps to a specific area where service businesses commonly lose revenue they've already paid to generate.

A note on honesty: This scorecard is only useful if you answer based on what actually happens in your business — not what's supposed to happen or what you've told yourself happens. The distance between those two things is usually where the money is hiding.

QUESTION 1

Speed to Lead

When a new lead submits a form, calls your office, or sends an inquiry — how long does it take before a human being responds? Not an auto-reply. An actual person acknowledging their request and continuing the conversation they started. Industry research consistently shows that responding within five minutes produces dramatically higher contact and conversion rates than responding in thirty minutes, an hour, or the next business day. Every minute of delay is a percentage point of conversion you'll never recover.

- **Warning Sign:** Leads wait hours or until the next business day. No one is specifically responsible for initial response.
 - **Caution:** Response happens within an hour, but inconsistently. Some leads get fast attention, others don't.
 - **Strong Signal:** First human response within 5 minutes during business hours. Clear ownership. Defined process.
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QUESTION 2

Follow-Up Discipline

After the initial contact attempt, how many times does your team follow up with a lead who hasn't responded? Through how many channels? Over what timeframe? Most businesses make one or two attempts and then move on, treating the lead as dead. But the majority of conversions in service businesses happen after the fifth contact attempt. A lead who doesn't respond to your first call isn't necessarily uninterested — they're busy, distracted, or not yet ready. The businesses that convert at elite rates are the ones that have a defined, multi-channel follow-up process that runs for weeks, not days.

- **Warning Sign:** One or two attempts, then the lead is forgotten. No defined sequence. No tracking of attempts.
 - **Caution:** Some follow-up process exists, but it's inconsistent. Depends on individual initiative. Not multi-channel.
 - **Strong Signal:** Defined sequence across multiple channels (phone, text, email) that runs for a set duration. Tracked and measured.
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QUESTION 3**Information Delivery vs. Information Gatekeeping**

When a prospect asks for information — pricing, process details, timelines, or how your service works — does your team provide it freely? Or do they withhold information to force an appointment? Many businesses train their staff to gatekeep information as a sales tactic: “I’d love to go over that with you in person.” This feels strategic, but it communicates the opposite of trust. A prospect who can’t get basic information from you will get it from a competitor who gives it freely. The businesses that win are the ones that answer the question, deliver more than was asked for, and let the quality of that response create the desire for a deeper conversation.

- **Warning Sign:** Information is withheld. Staff are trained to redirect all inquiries to appointments or consultations.
 - **Caution:** Some information is shared, but the instinct is still to hold back in order to “get them in the door.”
 - **Strong Signal:** The team provides requested information freely and adds unexpected value that elevates the prospect’s understanding.
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QUESTION 4**Process Design: Whose Convenience?**

Look at every step of your customer journey — from inquiry to first appointment to completed service. At each step, ask: was this designed for the customer’s experience or the business’s convenience? Most businesses build processes that serve their internal operations first and then expect customers to navigate around them. Required office visits when a phone call would suffice. Narrow scheduling windows. Policies that protect the business at the customer’s expense. Every friction point exists because someone chose the business’s convenience over the customer’s experience. The compounding cost of those choices is enormous and almost always invisible to the owner.

- **Warning Sign:** Most processes exist for internal convenience. Customers navigate around the business’s preferences.
 - **Caution:** Some customer-friendly elements, but significant friction points remain that haven’t been examined.
 - **Strong Signal:** Each step has been evaluated from the customer’s perspective. Friction has been systematically removed.
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QUESTION 5

Anti-Customer Policies

Does your business charge credit card processing fees to customers? Cancellation fees? Require deposits that feel punitive rather than protective? Penalize customers for rescheduling? Guard access to decision-makers behind layers of gatekeepers? These are what we call anti-customer policies — practices that extract short-term value at the expense of long-term customer relationships. Each one sends a clear message: this business prioritizes protecting itself over serving you. In isolation, any single policy might seem minor. Together, they create an environment where customers feel nickel-and-dimed, undervalued, and unlikely to refer others.

- **Warning Sign:** Multiple anti-customer policies in place. Credit card fees, punitive cancellation terms, inaccessible leadership.
- **Caution:** One or two policies that could be reconsidered. The intent isn't adversarial, but the impact may be.
- **Strong Signal:** Policies are designed around the customer relationship. Short-term cost absorption is seen as long-term investment.

QUESTION 6

The Promise-to-Delivery Gap

What is your sales team promising during the sales process, and what does the customer actually experience after they say yes? In many service businesses, the energy and attention a customer receives drops dramatically the moment they've committed. The salesperson was responsive and engaged; the operations team is overwhelmed and slow. The proposal promised a certain experience; the reality feels different. This gap is one of the largest and most invisible drivers of customer dissatisfaction, negative reviews, and lost referrals. It is also a key indicator of whether your sales and operations teams are aligned or operating as separate, disconnected functions.

- **Warning Sign:** Significant gap. Sales overpromises. Operations under-delivers. Customer experience drops noticeably after the sale.
- **Caution:** Some gap exists. Handoffs between sales and operations are loose. Customer communication becomes less consistent.
- **Strong Signal:** Tight alignment between sales promises and operational delivery. Customers feel the same level of attention throughout.

QUESTION 7

Measurement and Accountability

Can you answer these questions right now, without looking anything up: What is your conversion rate from lead to paying customer? What is your cost to acquire a customer? What is the lifetime value of your average customer? What is your most profitable service line? If you can't answer those questions — or if your answers are guesses — you are making growth decisions without data. You're relying on intuition, volume metrics, and gross revenue to tell you how the business is performing. That's like driving with a speedometer that only shows how fast the engine is spinning, not how fast the car is actually moving. Measurement isn't about creating reports. It's about knowing where money is being made, where it's being lost, and where the highest-leverage improvements exist.

- **Warning Sign:** Cannot answer basic unit economics questions. Decisions are made on gut feel and gross revenue.
 - **Caution:** Some metrics are tracked, but not consistently reviewed or connected to operational decisions.
 - **Strong Signal:** Key metrics are known, tracked, and used to drive business decisions. The team knows what's working and what isn't.
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The Pattern

If you answered honestly, you likely found yourself in the amber or red on at least three of these questions. That isn't unusual. It's nearly universal among service businesses doing \$1M to \$10M in revenue.

The pattern is consistent: the business invests in generating leads, but the infrastructure that receives those leads was built accidentally. Nobody designed the follow-up process — it evolved through habit. Nobody evaluated the customer journey as a system — each department built its own piece. Nobody measured conversion at each stage — so nobody knows where the money is actually lost.

Here's what that means in real terms: **you are already paying for leads that your current system is failing to convert.** The revenue opportunity isn't in buying more leads. It's in capturing the value from the leads you're already generating.

This is not a criticism. It's a diagnosis. And it's a solvable problem.

The businesses that close at elite rates don't have better leads. They have a system — an automated, multi-channel conversion engine that responds instantly, follows up persistently, delivers value at every touchpoint, and surfaces the right prospects for human conversation at the right moment.

That system doesn't require hiring more people. It doesn't require a bigger marketing budget. It requires infrastructure that most businesses have never been shown how to build.

The math is straightforward: *If you're converting 15% of your leads and a system could move that to 25%, you've just created the equivalent revenue impact of a 67% increase in lead volume — without spending a single additional dollar on marketing.*

What Comes Next

If this scorecard revealed gaps in your conversion infrastructure, you're looking at revenue that's already within reach.

I work with service business owners to build and install a proprietary conversion system that addresses every area covered in this scorecard — automated lead response, multi-channel follow-up sequences, value-delivery engines, behavioral monitoring, and the human intervention protocols that multiply what automation alone can produce.

The system is designed in layers. The first layer runs automatically and guarantees a floor of improvement regardless of team performance. The second layer multiplies results when your team engages with the leads the system surfaces. The third layer transforms how your business handles prospects and customers over time — creating compounding improvement, not a temporary bump.

Every engagement begins with a 15-minute conversation where we evaluate fit — for both of us. I'll ask about your business, your numbers, and your goals. You'll ask about the system and how it works. We'll both determine whether there's a meaningful opportunity worth pursuing.

This is not a sales call. It's a mutual evaluation. If there's a fit, I'll tell you. If there isn't, I'll tell you that too.

Schedule Your 15-Minute Discovery Conversation

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