



Team training | Cypress Ridge Roofing

Winning more of the calls we already get.

What 275 calls and form submissions taught us about booking more inspections, and what we'll do differently starting this week.

October 2026 | Prepared by Core6 Marketing | Sample: fictional company, calls, and figures



What we reviewed

Three months of real conversations with homeowners.

214

phone calls from July 1 to
September 30

61

website form submissions in the
same period

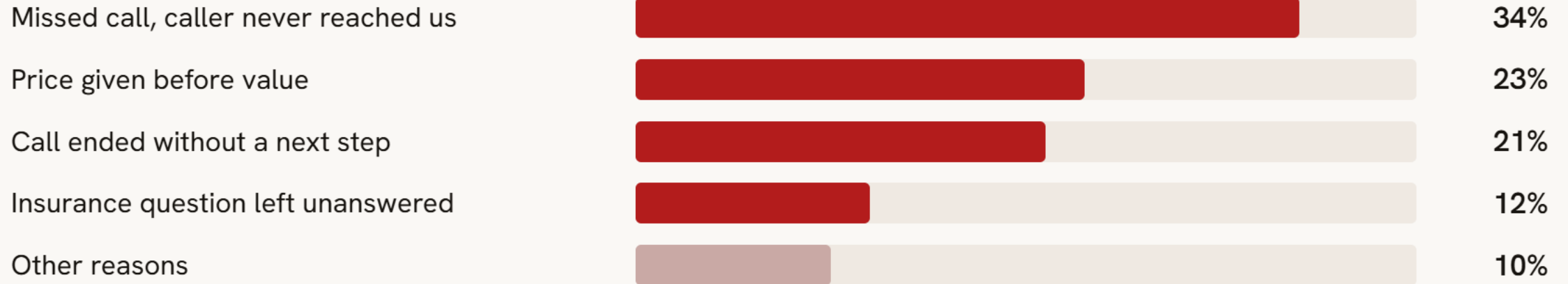
33%

of qualified leads booked
an inspection

Every lead was reviewed for how fast we responded, what the homeowner asked, how price came up, and how the conversation ended. The patterns are clear, and most of them are easy to fix.

Where leads slipped away

Most lost jobs came down to four moments we control.



Share of qualified leads that did not book, by main reason. 111 leads.

Moment 1 of 4: The first response

Speed wins the job before price ever comes up.

47%

of calls answered live booked an inspection

23%

of business-hours calls went unanswered

Saturdays



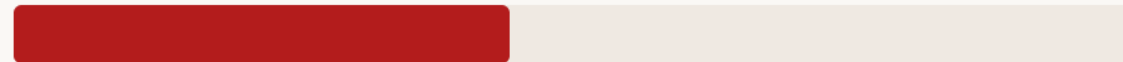
62%

Weekdays after 4 pm



44%

Lunch hour, 12 to 1



31%

Share of calls unanswered, by time window. 38% of missed callers called again within an hour.

What homeowners ask most

Five questions came up again and again.

41% "Can someone come out this week?"

37% "Roughly how much is this going to cost?"

22% "Will this help with my insurance renewal?"

19% "Do I really need a whole new roof?"

11% "Are you licensed and insured?"

Share of calls and forms where each question came up.

Ready answers

Have these three answers ready on every call.

Availability

"Can you come out this week?"

"Yes. I have Thursday at 10 or Friday at 2. Which works better for you?" Always offer two specific times.

Insurance

"Will this help with my insurance?"

"Our inspection includes photos and a written condition summary you can send to your insurer." Never promise what insurance will do.

Repair or replace

"Do I need a whole new roof?"

"Not always. We'll tell you straight whether a repair will do. If it will, that's what we'll recommend."

Moment 2 of 4: The price conversation

Lead with the inspection, not a number.

What we heard

"New roofs usually run 15 to 25 thousand."

The caller hears the high number, says they will think about it, and hangs up. Calls that opened with a price range booked 19% of the time.

Try this instead

"It depends on size and material. Most homes nearby land in a range we can narrow down quickly. A free inspection gives you an exact number. I have Thursday at 10 or Friday at 2."

Calls that framed value first booked 44% of the time.

Moment 3 of 4: The next step

Every call ends with a time on the calendar.

68%

booked when the call ended with two specific times offered

14%

booked when the call ended with "we'll call you back"

The two-choice close

"I can have our inspector out Thursday at 10 or Friday at 2. Which is better for you?" If neither works, ask what day does, and book it before hanging up.

Moment 4 of 4: The follow-up

Many jobs are won on the second or third touch.

44%

of estimates signed when followed up twice or more

19%

of estimates signed with one follow-up or none

Day 1

Call to answer questions about the estimate.

Day 3

Text the inspection photos with a short note.

Day 7

Call to check in and offer a start date.

Day 14

Final friendly check-in by text.

From estimate records shared by Cypress Ridge.

Website forms

Forms are leads too, and they cool off fast.

52%

booked when we replied within
15 minutes

17%

booked when we replied after
4 hours

3h 40m

our median reply time
last quarter

Reply times from shared inbox timestamps.

Reply template, within 15 minutes

"Hi [Name], this is [Your name] from Cypress Ridge Roofing. Thanks for reaching out about your roof. I can have someone out Thursday at 10 or Friday at 2. Does either work? You can also call me at [phone]."

A call that went right

What a booked call sounds like.

Homeowner: We have water coming through the ceiling and I'm worried it's the whole roof.

Office: I'm sorry, that's stressful. Leaks after the first rain are common and often fixable. We'll tell you straight whether it's a repair or more.

Office: I can have someone out tomorrow at 9 or Thursday at 1. Which is better?

Fictional example, condensed.

Empathy first

Named the worry before solving it.

Honesty

"We'll tell you straight" eased the fear.

Two times

Ended with a choice, not a callback.

Our goals for the next 30 days

Five numbers we will track together.

Measure	Last quarter	30-day goal
Calls answered live	72%	85%
Business-hours calls missed	23%	10%
Calls ending with two times offered	41%	90%
Form replies within 15 minutes	21%	80%
Qualified leads booked	33%	40%

Call measures come from call tracking and recordings. Form replies and bookings come from the shared inbox and booking records. Core6 reviews progress with management in November.

Keep this by the phone

Five habits that win more jobs.

- 1 Answer live, or call back within an hour.
- 2 Name the worry before you solve it.
- 3 Lead with the inspection, not a price.
- 4 End every call with two specific times.
- 5 Follow up every estimate at least twice.