03 / KEEP A SIMPLE RECORD

Your seven-day enquiry check.

Week starting: _____ Review owner: _____

Count events during the week. Use your existing CRM or enquiry log to follow individual records.

DAY	NEW ENQUIRIES	USEFUL RESPONSES	BOOKED	ATTENDED	WON	UNRESOLVED*
1						
2						
3						
4						
5						
6						
7						

*Unresolved is the open count at each day-end. Do not add that column. Bookings and wins can relate to earlier enquiries; daily totals are not a conversion rate.

Follow one enquiry through the four checkpoints

Internal reference: _____ Source: _____

ARRIVED
Date / time

OWNER
Named person

RESPONSE
Useful next step

OUTCOME
Verified / unknown