

Furniture Store Lead Follow-Up Playbook

FREE INDUSTRY PLAYBOOK | OCTOBER 2026

A practical resource for business owners. Adapt message templates to your staff, customers, availability and applicable laws.

1. Build one lead pipeline for every store

Avoid losing a message between a Facebook page, salesperson and store manager. For each inquiry record the store, product category, source, assigned owner, last action and next follow-up time. Record only information required to serve the shopper.

- New inquiry: product question or direct message received.
- Contact attempted: first accurate, useful reply sent.
- Conversation: customer responds and needs are understood.
- Visit scheduled: time and store confirmed with the shopper.
- Visit completed: attendance confirmed by staff.
- Sale or closed: log verified outcome or customer opt-out.

2. Answer the product question first

Do not lead with a generic discount when a customer asked whether a sectional is in stock. Check the exact product, location and live terms before quoting prices. Offer a clear choice: product details, photos or a showroom appointment.

First response: Hi [first name], thanks for asking about [item] at [store]. Would you prefer current photos and details, or a time to see it in person? [staff member]

3. Seven-day follow-up cadence

- Day 0: answer the question and assign the lead. Respond during staffed hours, or state clearly when staff will reply.
- Day 1: if allowed and still unanswered, provide a useful detail: measurements, verified delivery areas or product options.
- Day 3: ask if the shopper wants an updated stock check or showroom appointment.

- Day 5: if the customer engaged, confirm practical next steps; do not imply a visit is booked without confirmation.
- Day 7: send one courteous last follow-up; pause outreach after refusal or opt-out.

4. Copy-ready messages

- Showroom visit: Hi [first name], does [day/time] still work for you to look at [item] at [location]? We can reconfirm availability before you travel.
- Not ready: No problem if you are still comparing options. Would you like dimensions, payment information confirmed by our staff, or a different item to review?
- Final check-in: Just checking whether you still need help with [item]. If not, reply and I will close the request.

5. Weekly scorecard and quality control

Look beyond raw message volume. Compare leads, conversations, confirmed visits, completed visits and verified sales for each store separately. Track median first-response time only during staffed hours.

- Visit booking rate = confirmed visits / qualified conversations 100.
- Show-up rate = completed visits / confirmed visits 100.
- Check ad-stock mismatch, wrong store routing and unanswered weekend leads before raising ad spend.
- Get customer messaging permission, honor opt-outs and avoid claiming financing approval or guaranteed availability.

YOUR NEXT STEP

Identify one lead follow-up bottleneck this week and assign a staff owner. If you want a written review of your current intake and booking process, visit:

www.upskillzsolutions.com/contact

More free resources: www.upskillzsolutions.com/resources

Educational material only. No guaranteed increase in leads, appointments or revenue.