

The Landscape Lead Conversion Playbook

What you don't know (but need to)
to turn more leads into high-value jobs.

5min

RESPONSE WINDOW THAT
CHANGES EVERYTHING

78%

OF BUYERS CHOOSE
THE FIRST RESPONDER

30%+

PROFIT INCREASE WITH
BETTER CONVERSION

Most landscape companies don't have a lead problem

They have a lead *handling* problem. We've seen this across hundreds of companies.

"These leads suck." "People are tire kickers." "They ghost me."

But when we dig in, here's what's actually happening:

- 1 Leads sit in your inbox for 2 or 3 days before they get a call.
- 2 You email the quote and just wait, hoping they'll call you back to start.
- 3 There's 1 follow-up attempt... maybe
- 4 When someone doesn't respond, the file gets closed.

THE HARD TRUTH

The same lead hires a competitor. Not because they were better.
Because they were faster, clearer, and easier to trust.

This playbook is about fixing that. The leads are already there. The opportunity is in how you handle them.

Not All Leads Are Created Equal

The 3 types of leads, and how to treat each one.

One of the biggest mistakes landscapers make is treating every lead the same. They're not. Each stage of the funnel requires a different response.

Top of Funnel	<p>Just Curious: "Maybe one day..."</p> <p>Social followers • Blog readers • Gallery browsers • Newsletter signups • DIY tip seekers</p>
Middle of Funnel	<p>Exploring Options: "I'm seriously considering this."</p> <p>Guide downloaders • Price calculator users • Inspiration seekers • Case study readers • Review checkers</p>
Bottom of Funnel	<p>Ready Now: "I want to do this soon."</p> <p>Contact form submissions • Click-to-calls • Quote requests • Office map searches • Consultation bookings</p>

While many companies chase immediate sales at the bottom of the funnel, the Middle of the Funnel (MOFU) is where long-term revenue is built. To convert, these leads require three key elements:



Education

Help them understand the process



Confidence

Remove doubt and uncertainty



Trust

Prove you're the right choice

THE BOTTOM LINE

Bottom-of-funnel leads are where most companies win - or lose everything. Your speed and clarity in those first moments determine the outcome

Your single biggest growth lever - and it's free.

The data is unambiguous: leads contacted within **5 minutes** are dramatically more likely to convert. Because speed is the new loyalty, **78%** of customers choose the first company that answers, proving the winner isn't necessarily the best, just the first to show up.

100× more likely to reach a lead if you call within 5 minutes

21× more likely to convert vs. a 30-minute response time

STORY · THE SUNDAY NIGHT LEAD

A homeowner submits an inquiry Sunday night at 9:00 PM.
Two companies. Same lead. Different outcomes.

MOST LANDSCAPERS The slow response

Call at 3 PM Monday
No answer, they're at work.

Email sent Monday
Unopened, buried in the inbox.

Follow-up Tuesday
Too late, decision already made.

The Result: Opportunity gone
Not because they were worse,
but because they were slower.

THE WINNER The fast response

Texts within 5 minutes
*"Hey, saw your inquiry, happy to help.
Want to lock in a call Tuesday evening?"*

Sends a follow-up email
Professional, warm, confirms next step

Tuesday call already booked
Before anyone else even tried

Result: Job won.
The first one who showed up.

TRY THIS

Set up automation or assign someone whose only job is same-hour response.
This single change will outperform any marketing campaign you run this year.

Most landscapers give up way too early.

Eighty percent of sales require **5** or more **follow-ups**. But **44%** of reps stop after just **one attempt**. That gap is your competitive advantage, if you're willing to show up when others don't.

WHERE IT GOES WRONG

The average landscaper makes one call, sends one email, and closes the file. Meanwhile, the homeowner hires the competitor who had the persistence to check in on Day 4.

The "Polite Persistence" Sequence.

Use this cadence to stay top-of-mind without overstaying your welcome.

- 0** **Day 0: Call + Email.** *"Just tried calling, wanted to connect while your project was top of mind."*
- 1** **Day 1: Follow-up.** *"Just making sure my last message didn't get buried. Happy to chat when you're ready."*
- 3** **Day 3: The Magic Rule.** *"I'll keep following up periodically unless you tell me not to. I just want to make sure you have the support you need."*
- 5** **Day 5: Check-in.** *"Totally fair if this isn't a priority right now. If it is, I'm here to help. If not, just let me know!"*
- 7** **Day 7: Close the Loop.** *"I'll close this out for now to keep our files clean. If you need help down the road, we're here."*

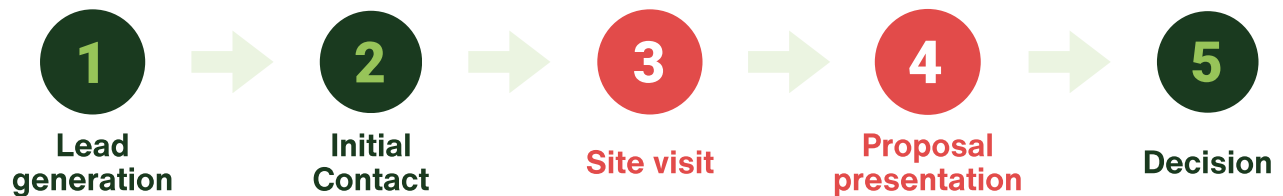
WHY THIS WORKS

People aren't ignoring you. They're busy, distracted, and overwhelmed. They haven't had the time and mental space to respond. Your job is to stay present, without being annoying.

Five steps. Two places most companies break it.

The flow is simple. What happens inside steps 3 and 4 kills more deals than bad leads ever could

THE 5-STEP SALES FLOW



WHERE IT BREAKS, AND HOW TO FIX IT

3 BREAK POINT 1 – SITE VISIT Driving out without qualifying first

You spend two hours measuring and designing, and never hear back. There was no set budget, no firm timeline, and the decision-maker wasn't even home.

THE FIX

Before booking the visit, confirm the big three: a realistic budget, a real timeline, and that everyone involved in the final "yes" will be present.

4 BREAK POINT 2 – PROPOSAL Sending a PDF and hoping for the best

You spend hours on a detailed estimate, hit send, and wait. You've just turned your expertise into a commodity that can be price-shopped in seconds.

THE FIX

Instead of emailing a PDF, schedule a 20-minute Zoom or in-person walkthrough. You get to explain the value, address concerns in real time, and ask for the business while excitement is still high.

TRY THIS: TRANSPARENT PRICING THAT DOES THE SCREENING

A pricing calculator on your site qualifies leads before you pick up the phone, the ones who book already know what they're signing up for. [Try the demo.](#)

Why People Actually Buy

They don't buy landscaping. They buy a better life.

Buying decisions happen in the limbic brain, emotion first, logic second. If your pitch leads with specs, materials, or years of experience, you're losing before you start.

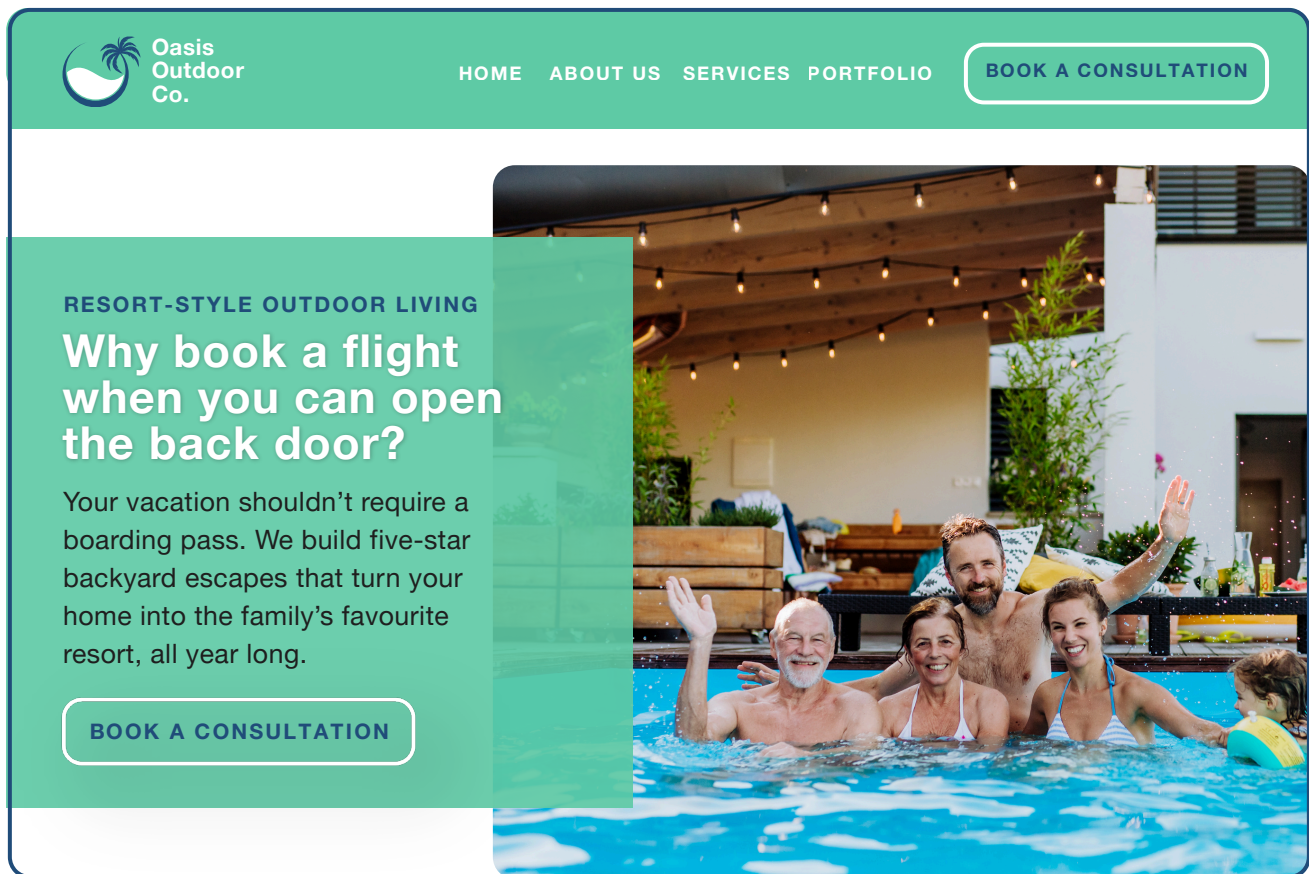
WEAK MESSAGE

"We build high-quality pools with premium materials and 15 years of experience."

STRONG MESSAGE

"We help grandparents create spaces where their grandkids want to visit."

Here's what that strong message looks like on a real website.



The screenshot shows the Oasis Outdoor Co. website. The header includes the logo, navigation links (HOME, ABOUT US, SERVICES, PORTFOLIO), and a "BOOK A CONSULTATION" button. The main content area features a large image of a family (grandparents, parents, and a child) enjoying a pool at night. Overlaid on the left is a green box with the following text:

RESORT-STYLE OUTDOOR LIVING
Why book a flight when you can open the back door?
 Your vacation shouldn't require a boarding pass. We build five-star backyard escapes that turn your home into the family's favourite resort, all year long.

Below the text is another "BOOK A CONSULTATION" button.

TRY THIS

The next time you write a headline, a proposal cover, or even an email subject line, ask yourself: Does this describe what I do, or how it improves the client's life?

People trust people who understand them.

Trust isn't built through your portfolio alone. It's built through every interaction, how you ask questions, what you send before being asked, and whether you help before you sell.

QUESTIONS

Ask more than you tell. Clients feel understood, not sold to.

REVIEWS

Social proof from people like your prospect removes perceived risk.

GUIDANCE

Send helpful content before anyone asks. Be the expert.

TRANSPARENCY

Show your process. People fear the unknown more than price.

STORY | SHE CHOSE THE THIRD COMPANY. HERE'S EXACTLY WHY

Sarah had neglected her backyard for years. When she finally sent out three inquiries, her rule was simple: whoever felt "right" got the job.

The first company called the next day, took her address, and booked a visit. Brief and transactional. The second never responded.

The third called within the hour, but instead of booking a visit, they asked questions. How did she use the space? What had stopped her from starting? Sarah spent twenty minutes talking about the dinner parties she wanted to host and the garden her mother once kept. Nobody had ever asked her those things.

The follow-up matched the conversation. That evening she received a guide on five things to know before starting a landscape project, she forwarded it to her husband immediately.

Two days before the visit, they sent a one-page process map. She printed it out, she'd never seen a contractor be that transparent.

At the meeting they showed her three similar local projects, including one two streets over.

The third company wasn't the cheapest or the flashiest. But Sarah signed that afternoon. They hadn't sold her a service, they'd **built trust before they ever set foot on her property. That's the whole game.**

Today's "no" is tomorrow's "yes."

Most "lost" leads haven't said no. They've said not yet. The job will eventually go to whoever stayed in touch, and a nurture sequence makes sure that's you. A planned series of helpful emails, sent automatically over time. No pitching. No pressure. **Here's what to send:**

WEEK 2

Something useful A guide, checklist, or tip they'd actually want to read. Think "5 things to know before starting a backyard project." No ask. No mention of your services. Just value.

WEEK 4

Behind the scenes. Show them what a real project looks like in progress. A photo, a short story, a "here's what week one looks like on a job like yours." It builds familiarity without selling.

WEEK 8

A client story A real testimonial from someone with a similar project, budget, or hesitation. Let your past clients do the selling for you.

WEEK 12

A relevant project "We just finished something that reminded me of what you described..." A photo, a short summary, an open door. Not a pitch, just a nudge.

WHY THIS WORKS

Most companies disappear when a lead goes cold. You don't. And every touchpoint says the same thing without saying it: "We're still here when you're ready." That's what brings people back.

Same leads. Same spend. 30% more profit.

Improve your conversion rate, qualification process, and follow-up, and watch what happens to your bottom line without touching your marketing budget.

CURRENT STATE

Project value	\$80,000
Gross margin	35%
Acq. cost	\$5,600
<hr/>	
Net profit:	\$22,400

IMPROVED PROCESS

Same project value	\$80,000
Same gross margin	35%
Better conversion ↑	\$5,600
<hr/>	
Net profit:	\$29,300

30%+ profit increase, without spending more on marketing.

If you only take 5 things from this playbook:

- 1 Call every lead within 5 minutes, automate this if you have to
- 2 Follow up at least 5–7 times before closing a lead as lost
- 3 Present proposals in person or on video, never just email them.
- 4 Sell the outcome and the feeling, not the service or materials.
- 5 Never stop nurturing "lost" leads, today's no is tomorrow's yes.



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Want help putting this into practice?
Book a business review call, and
we'll map out exactly where your
opportunities are.