

Marketing & Sales

Following Up Enquiries and Converting Leads into Customers

HBC Business Consultancy · 23 October 2026 · 2 min read



A customer enquiry is an opportunity to understand a need and help the person decide whether your offer is suitable. Many businesses lose potential sales because responses are slow, follow-up is inconsistent or the next step is unclear.

Capture enquiries consistently

Record the date, contact method, customer need, product or service requested, source of enquiry, responsible staff member and agreed next step. Collect only the personal information needed for a legitimate purpose and handle it responsibly.

Respond promptly and accurately

Acknowledge the enquiry, confirm the need and provide reliable information about availability, pricing, conditions and timing. If you do not know the answer, say that you will verify it and give a realistic time for a response.

Ask useful questions before recommending

Understand what the customer is trying to achieve, the quantity or scope required, deadline and relevant constraints. Do not pressure people into an unsuitable product or make claims that have not been verified.

Agree on a clear next step

The next step could be sending a quotation, arranging a demonstration, confirming stock, booking a consultation or calling at an agreed time. Record the commitment and follow through.

Use a respectful follow-up rhythm

A practical process might include a first follow-up after the agreed response window and another later if appropriate. The right timing depends on the product and customer. Stop when the person declines or asks not to be contacted, and respect applicable privacy and marketing rules.

Learn from lost enquiries

Record whether the customer chose a competitor, postponed the purchase, found the price unsuitable, could not obtain approval or no longer needed the service. Use the information to improve the offer, communication or stock planning.

Example: a business-services quotation

If a Ugandan SME requests an accounting-services quotation, the consultant can confirm the period and scope, send a clear proposal, explain what documents are needed and agree on a follow-up date, without guaranteeing a tax or financial outcome.

Key takeaway

A consistent enquiry process combines prompt responses, accurate information, a clear next step and respectful follow-up. Track conversion to understand where improvements are needed.

Next step

HBC Business Consultancy can help your team create an enquiry register, follow-up process and simple sales-conversion dashboard.

Editorial note

This article is general sales guidance. Follow applicable privacy, consumer-protection and sector-specific requirements when collecting information or contacting prospective customers.