Printable inquiry-response checklist

Print this page or copy it into your notes.

When an inquiry arrives

- [ ] Log it with a new inquiry ID, the received date and the source.
- [ ] Confirm the owner today, or the backup if the owner is off.
- [ ] Read the whole message. List every question the couple asked.

Before you write

- [ ] Check the wedding date on your event calendar, if they gave one.
- [ ] Check your pricing document for the date type and guest count.
- [ ] Check your tour calendar for genuinely open appointment times.

In your reply

- [ ] Answer each question they asked, in their order.
- [ ] State pricing with what is included, the minimum if any, taxes and fees.
- [ ] Describe date availability honestly, and say nothing is held until confirmed.
- [ ] Offer specific open tour times, or say plainly that none are open yet.
- [ ] Ask at most one or two questions.
- [ ] Sign with a real name and a way to reach you in the same channel.

After you send

- [ ] Record the first substantive response date and time.
- [ ] Set the next action and its due date.
- [ ] If a tour is booked, stop sales nudges and send confirmation details.
- [ ] If the couple declines or opts out, stop and record the reason.

Every working day

- [ ] Sort the tracker by next action due. Clear what is overdue first.
- [ ] Make sure every open inquiry has a next action.