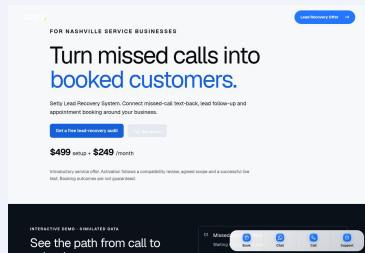


Lost-enquiry reason log

Learn why opportunities close without a sale.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Use a short list of factual reason categories.
- 2 Distinguish confirmed customer feedback from assumptions.
- 3 Review patterns by service and enquiry source.
- 4 Choose one improvement and check whether the pattern changes in later enquiries.

EXAMPLE - ILLUSTRATIVE

Budget mismatch is confirmed only if the customer says so; silence alone is not proof.

CHECK YOUR RESULT

Can you separate evidence from guesses in your lost-lead report?

Lost-enquiry reason log

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Service:

Source:

Closed date:

Reason:

Confirmed or assumed:

Improvement idea:

DONE WHEN

Can you separate evidence from guesses in your lost-lead report?

FURTHER READING

[HighLevel Support](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.