

Monthly Call Handling Report

| Sample Client | January 2026 | Paid-search inbound leads

Each month we listen to your inbound leads and score how the call was handled — greeting, qualifying, problem discovery, the booking push, objection handling, and next steps. This is January: **what your team does well, where bookable jobs are slipping away, and the exact fixes** they can put to work right now. Every flag is tied to the real line from the call.

44	66%	92% vs 66%	1.6 / 3
calls reviewed	avg call handling	handling on booked vs open calls	booking push — the #1 gap

THE TAKEAWAY: Your team is strong at the front of the call — quick greeting, solid qualifying, real problem discovery. Where it breaks down is the close. The two weakest skills this month were empathy/urgency and the booking push: they understand the problem, they just don't always ask for the appointment. And it shows — the calls that booked were handled far better than the ones left open.

How January's calls were handled — strong start, weak finish

We scored every live call (37 of the 44; the rest were voicemail or unanswered) across 8 handling skills, 0–3 each. Averages:

Skill	Avg (of 3)	
Speed & greeting	2.35	
Contact capture	2.27	
Qualifying	2.22	
Problem discovery	2.11	
Next-step clarity	2.16	
Objection handling	1.65	
Booking push	1.59	
Empathy / urgency	1.46	

Strong: greeting, contact capture, qualifying, problem discovery. **Weak:** empathy/urgency, booking push, objection handling. The front of the call is solid; the close is where leads leak.