

CLIENT WALKTHROUGH

Lead Qualification & Routing Bot

An automated system that scores every inbound lead, routes it to the right Account Executive in real time, and follows up automatically when a lead goes unanswered.

n8n

WhatsApp Business API

GoHighLevel

LLM (Groq)

Google Sheets

THE PROBLEM

Every minute of delay costs you a deal



Manual triage

Someone has to read every inbound message and decide how serious it is — if and when they get to it.



No consistent standard

One person's "hot lead" is another person's "maybe later." Qualification depends on who's looking.



Response time creeps up

Hot leads sit in an inbox next to browsing questions. Minutes turn into hours, especially after hours.



Minutes

is roughly the window before a hot lead's odds of qualifying start dropping

A manual process, by design, can't guarantee that window.

Manual triage quietly eats hours — and deals



~3-4 hrs/week

estimated time spent reading, judging, and manually assigning leads for a team handling ~50 inbound leads/week

** Working estimate for a portfolio of this volume — not yet measured against your real numbers. We calibrate this together once the system is live.*

What that time usually goes to:

- Reading every inbound message across WhatsApp, forms, and inbox
- Deciding — with no fixed rule — who counts as "serious"
- Manually texting or assigning the lead to an AE
- Losing leads that arrive nights, weekends, or during busy hours

The real cost isn't the hours. It's the hot leads that go cold while nobody's looking at the inbox.

THE SOLUTION

One system, three jobs

Built in n8n, running on top of WhatsApp and GoHighLevel — no new inbox for your team to check.



Instant Qualification

The moment a lead messages in, an LLM reads it and scores budget, intent, and urgency — no one has to triage it by hand.



Fair, Automatic Routing

Qualified leads are assigned to an Account Executive by a round-robin rule, filtered by language — no "first to grab it" scramble.

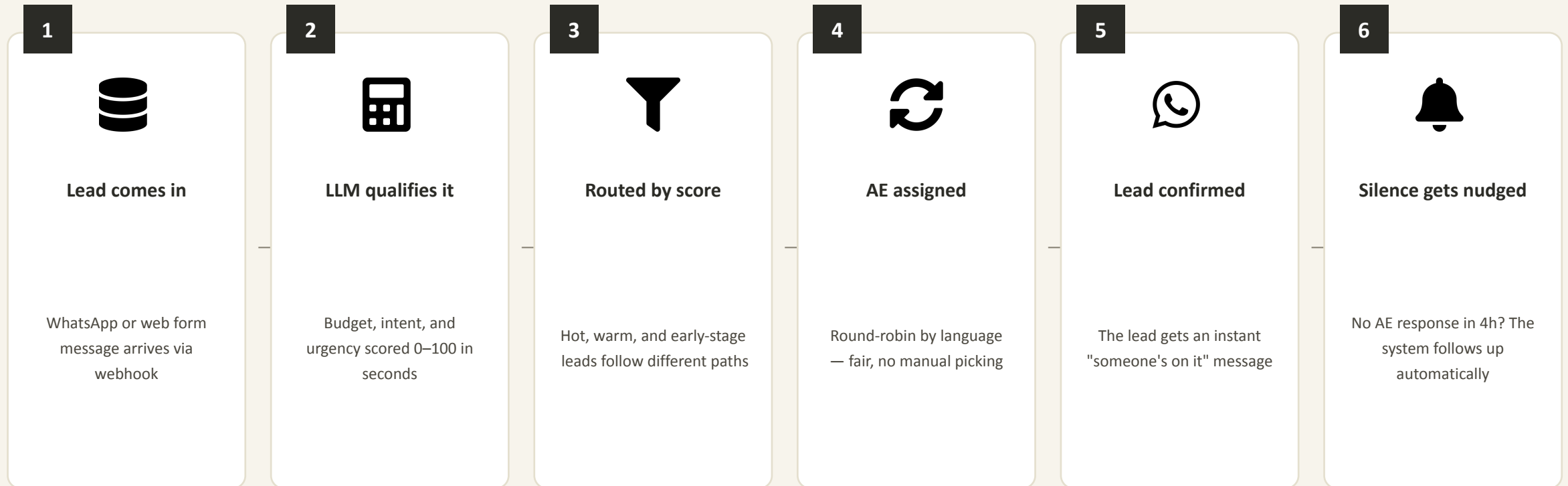


Follow-up Safety Net

If a qualified lead hasn't been contacted in 4 hours, the system automatically nudges the assigned AE — before the lead goes cold.

HOW IT WORKS

From new message to assigned AE, in seconds



What actually changes for your team



BEFORE



AFTER

Time to qualify a lead

Whenever someone has time to read it

Seconds, automatically, 24/7

Qualification standard

Depends on who's looking that day

One consistent rule for every lead, every channel

AE assignment

First to notice, or whoever's around

Fair round-robin, filtered by language

Lead confirmation

Often none until an AE replies

Instant "someone's on it" message

Missed follow-ups

Silently forgotten in a busy inbox

Auto-nudged if no contact within 4 hours

ESTIMATED IMPACT

Speed and consistency where they matter most

Seconds

lead message to AE assignment

down from a process that depends on
someone checking the inbox

~3-4 hrs

freed up per week

estimated, no longer spent on manual triage
and assignment

4-hour

automatic safety net

for qualified leads an AE hasn't contacted yet

** Time-saved figures are working estimates for a team handling ~50 inbound leads/week. We recommend tracking real response times for the first few weeks to calibrate against your team's actual baseline.*



Next steps

1

Connect to your live CRM tracking

Replace the manual "responded" log with your CRM's native activity tracking, so follow-up detection is fully automatic.

2

Tune the qualification threshold

A/B test the current score cutoffs (70 / 40) against your real close-rate data, per tier.

3

Add your real AE roster and channels

Swap in your actual Account Executives, languages, and add a Slack/Teams alert if your team lives there instead of WhatsApp.