

5 Automations Every Trade Business Needs to Stop Losing Jobs

A practical guide for UK trades — by Domal Automation

DOMAL AUTOMATION
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You're not short of work. You're losing it.

Most trades businesses don't have a work problem — they have a **leak** problem.

The enquiries are coming in. The phone rings, quote requests land, the website gets visits. But somewhere between that first contact and a paid invoice, jobs quietly slip away — a missed call that rings the next firm instead, a quote that never got chased, an enquiry that sat in an inbox for three days.

None of it is laziness. You're on the tools. You can't answer every call from up a ladder or chase every quote at 9pm.

That's exactly what automation is for. The five systems in this guide each plug one common leak — quietly, in the background, without you lifting a finger. Put them together and you stop losing jobs you've already earned.

Automation 01

Instant missed-call text-back

The problem

A trades business misses a real chunk of inbound calls — you're driving, on a job, or it's after hours. Most callers won't leave a voicemail; they just ring the next name on Google. That missed call was a job that went to a competitor.

The fix

The moment a call goes unanswered, an automatic text fires back: *"Sorry we missed you — this is [Your Business]. What can we help with? We'll call you straight back."* The lead feels looked after and stays with you instead of dialling on.

The result

You capture jobs you were silently losing — often several a month. For most trades, recovering even one extra job pays for the whole system many times over.

Automation 02

Automated quote follow-up

The problem

You send a quote and... silence. You're too busy to chase, and chasing feels awkward anyway. So quotes that were most of the way to a yes just fade out. Most sales need several follow-ups — but most never get a second one.

The fix

A polite, automatic sequence does the chasing for you: a friendly nudge a few days after the quote, then another a week later. Warm, on-brand, and it stops the instant they reply or book.

The result

More quotes turn into booked work with zero extra effort from you. A simple follow-up sequence routinely lifts quote-to-job conversion by a third or more.

Automation 03

Online booking

The problem

Phone tag kills momentum. A keen customer rings while you're working, you call back while they're working, and by the third missed attempt they've booked someone else. Every back-and-forth is a chance to lose the job.

The fix

A simple booking page lets customers pick a slot — and pay a deposit if you like — in seconds, synced straight to your calendar. No phone tag, no double-bookings, no admin.

The result

Customers book themselves in the moment they're keen, including evenings and weekends when your phone's off. You wake up to a fuller diary.

Automation 04

Automated invoicing & payment reminders

The problem

Invoicing is the job after the job — so it slips. Invoices go out late, and reminders for unpaid ones rarely go out at all. The result is cash sitting in other people's accounts and hours lost to admin.

The fix

Invoices are generated and sent automatically when a job is marked done, with payment built in. If it's not paid, gentle reminders go out on a schedule until it is — no awkward phone calls.

The result

You get paid faster and chase less. Automating reminders cuts average payment time and recovers invoices that would otherwise be written off.

Automation 05

Steady local lead generation

The problem

Most trades live in feast or famine — flat out one month, quiet the next — relying on word of mouth they can't control. When it goes quiet, there's no tap to turn on.

The fix

A done-for-you lead system delivers a steady stream of qualified local enquiries every month — the right trade, the right area, people actually looking now — straight to your inbox, topped up automatically.

The result

You replace the rollercoaster with a predictable flow of work, so you can plan, hire and grow instead of hoping the phone rings.

Want this set up for you — done-for-you?

You don't need to build any of this yourself. Domal Automation sets up all five systems for your business — tailored to your trade and your area — and runs them in the background, so you can stay on the tools.

Book a free, no-pressure call and we'll show you exactly where the leaks are in your business and what it'd look like to plug them.

Book your free call →

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