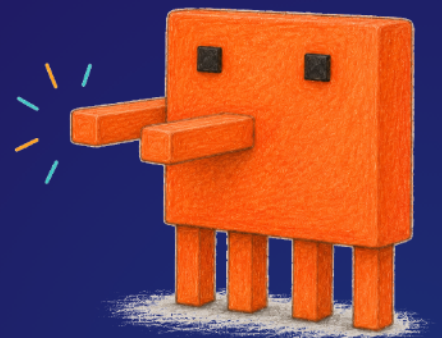


FREE GUIDE

Quote Faster

Why quoting speed beats quoting price — and how to cut three days down to twenty minutes.



You did not lose it on price. You lost it on Tuesday.

Monday the enquiry arrives. Tuesday you find a gap to look at it properly. Wednesday you send it. Thursday they tell you they went with someone else.

The instinct is to blame the number. Usually it was the calendar.

A quote that arrives first does two things a cheaper quote cannot: it starts the conversation, and it sets the frame everyone else gets compared against. The second quote is not read fresh — **it is read against yours**.

Speed reads as competence

A fast quote does not just arrive first. It signals you have done this before, and that working with you will be easy. That signal is worth more than a discount.

Where the three days actually go

Time it once, honestly. It is almost never the thinking.

What eats the time	Typical
Finding the last similar quote you sent	20 min
Re-deciding prices you already decided	30 min
Writing the same explanation again	25 min
Waiting on one number from one person	1-2 days
Actually deciding the price	10 min

The judgment — the part only you can do — is ten minutes. Everything else is retrieval, retyping and waiting.

That is a very good profile for handing over: **the expensive part stays with you**; the rest is mechanical.

The four pieces

1. One template, always the same

Not for your convenience — for theirs. A customer comparing three quotes reads the one they can navigate.

2. A pricing rules sheet

Base price, what adds a surcharge, what earns a discount, and your floor. The document nobody wants to write and everybody needs.

3. A draft assembled from the enquiry

Not the final price — the document: the understanding, the inclusions, the exclusions, the structure.

4. You

You read it, adjust the number, send it.

You still decide the price. You stop rebuilding the document.

Nothing here decides for you. It removes the forty minutes of assembly around a ten-minute decision.

What goes in every quote

- 1 What you understood they need, **in their words**
- 2 What is included, in plain language
- 3 What is **not** included
- 4 The number, and what makes it move
- 5 What happens if they say yes

The third item matters most

Naming what is not included prevents the awkward conversation later and reads as experience. Nobody has ever lost a job for being clear about scope.

Four checks before you send

Fast is worthless if it is wrong. Thirty seconds, every time:

- Does it answer what they actually asked, not what you assumed?
- Is the exclusion list honest — including the thing they will ask for later?
- Is the number one you would be happy to do the work for, on a bad week?
- Is the next step in there? A quote with no next step is a document, not an offer

The number to watch

Time to first quote, measured from when the enquiry landed — not from when you started working on it.

2-4x

worse than people believe, when they finally measure it. Memory keeps the fast ones and forgets the ones that sat over a weekend.

Track it for a month. Cut the median and your close rate moves **without changing a single price**.

What not to speed up

- The quote where you do not yet understand the job
- The one that needs a site visit to be honest
- The customer who has already asked for three revisions

For these, speed is the wrong goal — the fast move is to say quickly **when** you will have a real answer, and then hit that.

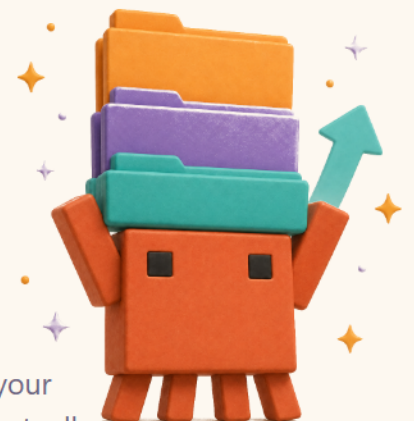


Want the **template?**

We do a free Process Diagnosis: we look at how quotes actually move through your business, find where the days go, and hand you the structure and the rules sheet. No cost, no commitment.

Comment QUOTE

on any of our posts, or send us MAP by direct message.



Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.



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We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

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