

# Quote Follow-Up Cadence + Scripts

A simple follow-up rhythm that increases conversion without being pushy.

## The cadence (recommended)

| Touchpoint | Timing                       | Channel       | Goal                                            |
|------------|------------------------------|---------------|-------------------------------------------------|
| 1          | Same day / next business day | Phone + email | Confirm receipt and clarify questions.          |
| 2          | Day 3–4                      | Phone         | Surface objections; confirm decision process.   |
| 3          | Day 7–10                     | Phone + email | Ask for decision; offer options (scope/timing). |
| 4          | Day 14                       | Email         | Final check-in + move to nurture if not ready.  |

## Phone script (friendly, direct)

- “Hi [Name], it’s [You] from [Business]. Just checking you received the quote and it all makes sense — any questions I can clear up?”
- “What’s your timeline for deciding? I can hold [date] in the schedule if needed.”
- “Is there anything stopping you moving forward? Budget, timing, or scope?”
- “If price is the issue, we can look at options — what would you want to keep, and what could be staged?”

## Short follow-up email (copy/paste)

Subject: Quick check-in on your quote

Hi [Name],

Just checking you received our quote for [project] and it all makes sense. If you’d like, I’m happy to run through it quickly and answer any questions.

Are you aiming to make a decision by a particular date?

Regards,  
[Name]  
[Business]