Name _____

Too Expensive? Your Options

When a client says your price is too high, work out what a discount really costs, look hard at your overheads and check who you are quoting.

1 What a Discount Really Costs

Use a typical job of yours. Profit is the share of the price you planned as profit.

	Example	Your job
Price of the job	£4,000	£
Profit built into it	£400	£
Profit if you add 5% to the price	£600	£
Profit if you give a 10% discount	£0	£

2 Your Last Three "Too Expensive" Quotes

What did you do: cut the price, change the specification, or walk away?

Job	Price	What you did	Would you do it again?
	£		
	£		
	£		

3 Review Your Overheads

Your wage and your profit are off limits. Look at everything else.

Cost	A year	Keep	Reduce	Cut
Workshop or bench rent	£	☐	☐	☐
Van and travel	£	☐	☐	☐
Software and subscriptions	£	☐	☐	☐
Marketing that brings no enquiries	£	☐	☐	☐

4 Check Your Quote Log

Over the last six months. Winning almost every quote usually means you are too cheap.

Quotes sent	Quotes won	Win rate	Where the best clients came from
		%	

5 My Next Step This Week

Notes