



# EMAIL TEMPLATE: SENDING A QUOTE

## **Remind the client what the quote is for**

Your client may be talking to many people about many projects. Help them out by stating clearly what project your quote is for. That context makes it so much easier to do business with you.

## **Tell your client where to find the quote**

We have all, at some point, forgotten to look at an attachment. Don't put your client in that position. A simple sentence saying you've attached a document to the email reminds your client exactly where to look.

## **Mention the expiration date**

Tell your client when you need an answer by and what they need to do to secure your services at the price quoted. Isn't this info already included in your attached quote? Yes! But highlighting it in the email adds a sense that the clock is ticking and encourages clients to respond quickly.



# EMAIL TEMPLATE: SENDING A QUOTE

## Formal

### Subject line:

[Your business name]: Quote for [project name]

### Email content:

Dear [name],

Following our chat on [date], please find attached your quote for [name or description of project] as requested.

In our last conversation, we discussed several open questions. I have now answered these below and included further details in the attached quote.

What is the ETA for missing components?  
All required components are now in stock.

The quote total is [amount]. This offer is valid until [expiry date].

I am available to start work on [project] from [starting date], pending your approval of the attached quote. Please let me know by reply if you'd like to go ahead.

Kind regards,

[Email signature]



# EMAIL TEMPLATE: SENDING A QUOTE

## Casual

### Subject line:

[Your business name]: Your Quote for [project name] is Ready!

### Email content:

Hi [name],

It was great to talk to you on [day or date] and find out a bit more about [name or description of project]. I've taken a closer look at the details, and I'm now pleased to share your quote below.

Here are the open questions we discussed, which I've now answered:

When can the missing parts be here?

Since I need these regularly anyway, I included some in my last order. I now have everything I need for your project in stock.

The total cost will be [amount] [plus or including taxes]. This quote is valid until [expiry date] and I've attached a detailed quote to this email.

If you're happy to go ahead, my next available start date is currently [date], so please let me know if this works for you.

Many thanks,

[Email signature]



# EMAIL TEMPLATE: FOLLOWING UP AFTER A QUOTE

## **Repeat the basics**

Your client might not have all the facts in mind when they read your email. Save them any extra work by mentioning what you've quoted for. This quick summary brings them up-to-speed and helps them act fast.

## **Ask the client to act**

You're sending this followup email to get your quote approved and close the deal. Your client has all the information, but you need to get that contract signed. Ask the client to contact you and don't forget to mention when your offer expires.

## **Attach your quote**

Don't make your client search for your original email. You want to get your quote signed off, so attach it to the email. That way your client has all the necessary information to get moving right there and then.

## **Formal**

### **Subject line:**

[Your business name]: Quote for [project name] expires on [expiry date]

### **Email content:**

Dear [name],

Thanks again for requesting a quote for [name or description of project]. This is a reminder that your quote, as sent on [date], is valid until [end date]. You will find a copy of the quote attached to this email.

If you'd like to go ahead with the project, please confirm by reply by [end date]. I'm also available to answer any questions or amend the scope of work as necessary.

Kind regards,

[Email signature]



# EMAIL TEMPLATE: FOLLOWING UP AFTER A QUOTE

## Casual

### Subject line:

[Your business name]: Your quote for project name] is valid until [expiry date]

### Email content:

Hi [name],

This is just a reminder that your quote for [project name], sent on [date], is valid until [expiry date]. I've attached a copy to this email for your reference.

Before I can start work I need confirmation from you, so I wanted to check if you have any questions?

I'm looking forward to working on [project name]. If you want to go ahead, please let me know by [date] and we can get started!

Many thanks,

[Email signature]