

Following up a quote without it sounding like begging

The prompts

You are helping [BUSINESS NAME], a [TYPE OF BUSINESS] in [SUBURB/CITY], follow up on a quote sent [NUMBER OF DAYS] days ago with no response.

Quote details:

- What the job is: [JOB DETAILS]
- Quoted price and what's included: [PRICE AND SCOPE]
- Anything the customer mentioned: [E.G. "WANTED IT DONE BEFORE A FAMILY VISIT" OR "SAID THEY WERE COMPARING QUOTES"]
- What's changed since the quote was sent, if anything: [E.G. "WE NOW HAVE A GAP IN THE SCHEDULE NEXT WEEK" OR "NOTHING HAS CHANGED"]

Write a follow-up message that:

1. Does not use the phrase "just following up" or "just checking in". Both read as filler and give the customer nothing to respond to.
2. Talks about the job or the timing, not the money or the quote itself. Example: ask if the timeline still works, not "did you get a chance to look at the quote".
3. Includes one piece of new, useful information if one exists (availability, a relevant detail, a small clarification), or a genuine question about their situation if nothing has changed.
4. Ends with a low-effort way to respond: a yes/no question or a simple choice, not an open-ended one.
5. Is under 60 words. Long follow-ups read as more pressure, not less.
6. Does not apologise for following up. There's nothing to apologise for.

Tone: [MATCH THE OWNER'S NORMAL VOICE, E.G. "DIRECT AND FRIENDLY" OR "CALM AND PROFESSIONAL"]

Give me two versions: one if this is the first follow-up, one if it's the second and there's been no reply to the first either.

You are helping [BUSINESS NAME] write the final follow-up on a quote sent [NUMBER OF DAYS] days ago, after [NUMBER OF PREVIOUS FOLLOW-UPS] earlier messages with no response.

Quote details: [JOB DETAILS AND PRICE]

Write a short, final message that:

1. Does not chase again after this one. This is the last touch, and it should read that way without saying "this is my last email".
2. Closes the loop cleanly. Something like confirming the quote will stay on file, or checking if the timing has simply changed, without any pressure to decide right now.
3. Leaves the door open without asking for a reply. The customer should feel able to come back in a month without any awkwardness.

4. Is under 40 words.
5. Contains no urgency language such as "last chance" or "this offer won't last", and no guilt.
6. Does not restate the full quote or the original scope. The customer already has that information, repeating it here just adds length without adding a reason to reply.

Tone: warm, unhurried, genuinely fine either way. This message should read like someone closing a loop, not someone giving up on a sale. If the customer never replies at all, that's fine too, the quote stays on file and there's nothing left to chase.

File 1: quote-follow-up-prompts.txt (both prompts, saved together)

PROMPT 1: FIRST AND SECOND FOLLOW-UP

[Full text as written in "The prompts" section above, first and second follow-up block]

PROMPT 2: THE FINAL FOLLOW-UP

[Full text as written in "The prompts" section above, final follow-up block]

File 2: quote-tracker.txt (a one-page worksheet for tracking open quotes)

QUOTE FOLLOW-UP TRACKER

Log every quote here the day it's sent. An open quote with no date attached is a quote that never gets chased.

Customer name: _____

Job: _____

Quote sent, date: _____

Quote amount: _____

[] FOLLOW-UP 1 sent, date: _____ (target: 4 to 7 days after the quote)

[] FOLLOW-UP 2 sent, date: _____ (target: 7 to 10 days after follow-up 1)

[] FINAL FOLLOW-UP sent, date: _____ (target: 2 to 3 weeks after follow-up 2)

Outcome: [] Accepted [] Declined [] Went with someone else [] Still open [] No response ever

RULES:

1. Never send two follow-ups with the same content. Each one needs a genuine new reason to reply.
2. Stop immediately the moment the customer says no, or says they've gone elsewhere. No further messages.
3. If a quote is time-sensitive (seasonal work, a customer deadline), compress the schedule and say so in the message.
4. Review this list weekly. A quote sitting open for a month with no follow-up logged is a job that was quietly lost, not a job still in progress.

5. Log every outcome, including the losses. That's the only way to know whether the follow-ups are actually working.