



Effective Follow up up on Quotes



One of the most powerful ways to delight customers is by following up on quotes.

Here are some tips for effective follow up:

After sending your quote to your customer with price and availability allow 24 hours and call to confirm they received your quotation and ask if they have any questions, concerns, or need any additional information. Be creative, and ask questions to get the information needed to delight the customer.

Your most unhappy customers are your greatest source of learning.
– *Bill Gates*



What if two more days go by and you have not heard from them—what now?

CALL the individual you quoted. Ask for the order! Find out have they placed the order. If we didn't win the order—find out why not. Was it a pricing issue? Was it the quoted delivery?

Record all the information you receive from the customer. Many times following up will generate an order. If not, the information received is vital. The feedback provided will assist you on the next opportunity. You will be better prepared for discussion around price. You will have a better understanding of the customer's lead-time expectations. You will better understand our customers' needs and be positioned to drive real solutions for their benefit.

You WILL win the next order.

Visit www.eecoonline.com/soc to review previously sent Standards Of Care communication.