Quote Follow-Up Scripts — Free Starter Pack

By QuoteTally

Eight copy-and-send scripts for quotes and estimates that have gone quiet. For trades, cleaners, agencies, photographers, and other small service businesses.

https://quotetally.pages.dev

How to use this starter pack

Replace anything in [square brackets] before you send: [name], [job], [date], [your name], [business], and so on. Leave out a line if it does not apply, and attach the quote when an email mentions an attachment.

A useful starting point is a same-day confirmation, then day 2, day 7, and day 14. If the client already gave you a decision date, wait for that date. This is not an industry standard, and no script can promise a signed job.

If they only ever text you, use the text. If they say no, or ask you to stop, stop. Do not add a discount or an expiry date unless it is already on the quote. Do not cut the price in the same breath as a “too expensive” reply — ask what they were comparing it to first.

You send these yourself from your own email or phone.

A simple cadence

When	What it is for
Same day	Confirm the quote was sent, and how to reach you.
Day 2	Check it arrived. Re-attach the quote.
Day 7	A simple check-in. Leave room for “not now.”
Day 14	Close the file so you do not keep checking in. Then stop.

The eight scripts

1. Same-day confirmation email

Subject: Your quote for [job]

```
Hi [name],

I've just sent the quote for [job]. It is attached here as well, in case that is easier to open.

If anything is unclear, or you would like a different option, reply to this email and I'll adjust it.

Thanks,
[your name]
[business]
```

Why it works: It confirms the quote is on its way and invites questions, without asking them to decide today.

2. Day 2 email — did it arrive?

Subject: Your quote for [job]

```
Hi [name],

Just checking the quote for [job] reached you okay. I've attached it again in case it's easy to miss.

If anything is unclear, or you would like a different option, reply and I'll adjust it.

Thanks,
[your name]
```

Why it works: It does a useful job — confirms delivery and offers help — instead of a vague "just checking in."

3. Day 2 SMS

```
Hi [name], it's [your name] from [business]. Just checking my quote for [job] came through. Any questions,
reply here.
```

Why it works: It matches the channel they already use, and it is short enough to answer with one line.

4. Day 7 email — a simple check-in

Subject: Re: Your quote for [job]

```
Hi [name],

Following up on the quote I sent on [date] for [job]. I'm happy to walk through the scope, or adjust it if your plans have changed.

If you would like to go ahead, or you have decided to wait, either reply is helpful.

Thanks,
[your name]
```

Why it works: It offers help, and it makes “not now” an acceptable answer, so they do not have to avoid you.

5. Day 14 email — close the loop

Subject: Should I keep your quote for [job] open?

```
Hi [name],

I'll close the file on the [job] quote for now, so I don't keep checking in. If you would like to reopen it, or need an updated price, just reply here.

Thanks again for considering us.

[your name]
```

Why it works: It ends the follow-up politely, explains why you are stopping, and leaves a simple way back.

6. They said the price is too high

Do not cut the price in this message. Ask first.

Subject: A question about your quote for [job]

```
Hi [name],

Thanks for saying so. What were you comparing it to, or what were you expecting?

I can look at reducing the scope, different materials, or splitting the work — I won't drop the number and leave the same job in.

Thanks,
[your name]
```

Why it works: You stay in the conversation, and you protect the job as it was quoted, until you know what “too much” means.

7. They need time to think

Subject: Re: Your quote for [job]

```
Hi [name],

That's completely fine. I'll leave the quote for [job] with you.

If questions come up while you think it over, reply here and I'll answer them. I won't keep checking in
unless you want me to.

Thanks,
[your name]
```

Why it works: It respects the pause, offers help, and tells them you will not chase in the meantime.

8. They accepted — thank you and next steps

Subject: Next steps for [job]

```
Hi [name],

Thank you — I'm glad to take on [job].

Next steps on my side are:

- [next step 1]
- [next step 2]
- [next step 3, including any deposit or paperwork you already use]

If any of that looks off, reply here and I'll adjust it. I will [confirm the start date / send the invoice
/ see you on …] shortly.

Thanks,
[your name]
```

Why it works: Gratitude plus a clear list of next steps is more useful than a thank-you alone. Only mention a deposit if that is already how you work.

Want the rest of the scripts?

This free pack has eight scripts. The **Quote Follow-Up Scripts Pack** ($9, one-time) has 56 copy-and-send emails, texts, and voicemails, organized by timing and by situation, plus a subject-line bank and a short cadence table.

Situations in the full pack include: no reply, a price objection, “I need to think about it,” comparing quotes, ghosted after a site visit, a quote that already has a real expiry date, a revised quote, a thank-you and review ask after a won job, and a feedback ask after a lost job.

How to buy: email us with the subject `I want to buy the $9 quote follow-up scripts pack — QuoteTally`. We reply with a PayPal invoice. After you pay, we email you the full pack. If you change your mind within 14 days of payment, we refund the $9 through PayPal to the original payment method.

Buy the $9 pack: https://quotetally.pages.dev/quote-follow-up-email-templates/

Also from QuoteTally

These scripts are meant to be copied into your own email or phone. If you also want a simple list of which open quotes are due today:

- **QuoteTally** (free for 10 active quotes, no sign-up). It sorts who to follow up today and gives you a short day 2, 7 and 14 message to copy. Your list stays in your browser. It does not email your customers. https://quotetally.pages.dev
- A **quote tracking spreadsheet** for Excel and Google Sheets ($12), and a free lite version you can download: https://quotetally.pages.dev/quote-tracking-spreadsheet/

A clear, short follow-up can help a quote get an answer instead of going silent. It cannot promise a signed job.

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