Keep the quote conversation moving

A helpful follow-up sequence

At the estimate: agree on the next conversation

Before sending the quote, ask: "What will you need to feel comfortable deciding? When would it be useful for us to reconnect?" Record the date and preferred contact method.

Step 1: confirm receipt and understanding

At the agreed time: "Hi [name], did the estimate reach you? What would you like me to explain about the scope, options, or price?" Start a conversation instead of asking only whether they have decided.

Step 2: understand the unanswered question

If there is no agreed schedule, a follow-up after 2-3 business days may be a reasonable starting point. Adapt it to the buying timeline. "What is the main thing you are still weighing? I can help clarify it."

Step 3: offer relevant help

A few business days later, if appropriate: "You mentioned [priority]. Would a short comparison of [option A] and [option B] help?" Send only accurate, relevant information. Avoid pressure or invented deadlines.

Step 4: close the loop respectfully

After several unanswered attempts: "Hey [name], I've tried to reach out several times and haven't heard back from you. Where do we go from here?" Use this only when you have made several attempts. Stop when asked and honor contact preferences.

CUSTOMER PRIORITY: _____

NEXT CONTACT / OWNER: _____

Example cadence, not a rigid campaign. Track replies, next steps, and outcomes. Do not discount before understanding the concern.