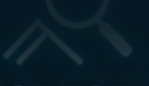
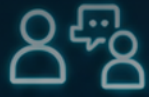


FREE DECISION MAP

THE CONTRACTOR QUOTE FOLLOW-UP DECISION MAP

Choose the next responsible move
without chasing or guessing.

BOOKING

INSPECTION


DISCOVERY


ESTIMATE


DECISION


HANDOFF

CONTRACTOR REVENUE TOOLS

The Contractor Quote Follow-Up Decision Map

Choose the next responsible move for one stalled estimate - without chasing, guessing, or manufacturing pressure.

READ	What has the customer actually done or said? Use the signal - not the story in your head.
NAME	Name the unresolved decision: review, participant, price or scope, timing, comparison, revision, or no.
CHOOSE	Choose the job of the next touch: confirm, clarify, support, revise, pause, or close.
RECORD	Record the channel, owner, date, and stop condition before you send.

Match the signal. Choose the move.

Do not run a sequence past a reply. Route from what the customer actually did or said.

OPEN THE PATH

- 1 NO REPLY - Add one useful detail; do not repeat.
- 2 NOT REVIEWED - Summarize; agree a review date.
- 3 TIMING MOVED - Find the dependency; pause or set a trigger.

CLARIFY THE GAP

- 4 PRICE CONCERN - Separate budget, scope, comparison, or value.
- 5 COMPARING - Clarify criteria; never attack competitors.
- 6 MISSING PERSON - Invite them; do not make your contact resell.

ROUTE HONESTLY

- 7 REVISION - Confirm the change; supersede the old quote.
- 8 NOT NOW - Agree a date or return ownership.
- 9 CLEAN NO - Thank them and close the quote.

THE LIVE CHECK

- ☐ What did they actually say or do?
- ☐ What is the job of this touch?
- ☐ Which channel fits the nuance?
- ☐ What will make me stop?
- ☐ What is the dated next action?

Text for ease. Call for nuance.

Wait or stop when the customer has asked for space, chosen a path, or no useful purpose remains.

TEXT

- 1 Simple delivery check.
- 2 One clear project detail.
- 3 Easy status choice.

CALL

- 1 Scope or price needs context.
- 2 Tone feels tense or unclear.
- 3 Two messages created no clarity.

WAIT OR STOP

- 1 A future date is agreed.
- 2 They want space or opted out.
- 3 Clean no or loop-close complete.

THE LIVE CHECK

- | | |
|---|--|
| ☐ Am I using the expected channel? | ☐ Does nuance require a call? |
| ☐ Did the customer set a date? | ☐ Is this touch still useful? |
| ☐ Would stopping be more respectful? | |

Three touches. Three different jobs.

Keep one truthful project detail. Remove any line you would not say naturally.

FIRST TOUCH - CONFIRM + CONNECT

Hi [Name] - I sent the estimate for [project]. You mentioned [priority] mattered most, so I built around that. Did it come through clearly, and is anything different from what you expected?

WHY IT EARNS A PLACE

It confirms delivery and carries one real priority from the conversation.

SECOND TOUCH - CREATE AN EASY ANSWER

Hi [Name] - I don't want to keep sending the same question. Which is closest: still reviewing, need something clarified, timing moved, or going another direction? Any answer is okay - it helps me keep the quote accurate.

FINAL TOUCH - RELEASE PRESSURE

Hi [Name] - I'm going to close the active follow-up on [project] so I'm not creating noise. If you want to pick it up later, reply here and I'll help from the current quote. Either way, thank you for the opportunity.

STOP RULE

After the loop-close, stop unless they reply, gave permission, or named a future trigger.

THE TEST

Each message does a different job. None asks 'just checking in.'

A price pause is not a discount request.

Fictional composite - roof-replacement estimate.

SIGNAL

Two days after the estimate, the homeowner has not replied. Leak protection and driveway disruption mattered most during the visit.

CONTRACTOR - USEFUL TOUCH

Hi Maya - you mentioned stopping the leak and keeping the driveway usable mattered most. I built around those two priorities. Did the estimate come through clearly, and is anything different from what you expected?

HOMEOWNER - REPLY

We got it. Honestly, the total made us pause. I don't want to choose the cheapest roof and regret it, but I don't want to overpay either.

CONTRACTOR - DIAGNOSE

I hear both sides of that. Before we change anything, would it help to compare scope, materials, cleanup, and warranty line by line so you can see whether the quotes solve the same problem?

NEXT STEP

Book a short comparison call. Do not discount until the actual gap is clear.

WHAT CHANGED?

The homeowner's fear of regret became visible. The next move is comparison clarity - not pressure or an automatic price cut.

Do not make one person carry the proposal.

Fictional composite - basement renovation proposal.

SIGNAL

The proposal is above the homeowner's original budget picture. Their partner missed the walkthrough where the bathroom scope was explained.

CONTRACTOR - OPEN THE THREAD

Hi Sam - before I revise anything, what felt heaviest when you both looked at the proposal: the total, the bathroom scope, or how much disruption the project creates?

HOMEOWNER - REPLY

Honestly, we're overwhelmed. The bathroom pushed us over what we pictured, and my partner wasn't there when we talked through why it mattered.

CONTRACTOR - RESPOND

Yeah - that is a lot to carry from a document. Let's not make you explain it alone. Would a 15-minute call with both of you help us separate the must-haves from what could be phased?

NEXT STEP

Invite both decision-makers, then return with one written option summary. Do not quietly cut scope.

THE BOUNDARY

This map chooses the next move. The complete Field Kit adds the timing system, message library, personalization builder, decoder, examples, and tracker.