



Navigating Pricing Conversations:

4 Email Templates to Manage Leads in the Pipeline

Includes templates for:

request confirmation, simple & complex price replies, and enquiry reminder

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Communicate Like a Pro



In a world where customer experience has been reshaped by the likes of Amazon and Uber, customer expectations are higher than ever. Now, no matter what industry you're involved in or what work you do, "a good job" isn't enough.

Whether it's fixing a troublesome appliance or doing a great HVAC installation, you need to do more in order to set your business apart from the competition.

And yet, it may feel unfair to expect engineers and office managers to do their jobs and also be great sales & communication experts, right?

Ultimately, when it comes to keeping prospective customers (prospects) in the pipeline, you don't need to be an expert, but you do need to have quality communication skills - especially when it comes to prices.

After all, having the right message at the right time can make the difference between winning and losing a lifetime customer.

And the good news, the skills are easier to train than you might expect!

This guide features some of the most commonly used messages and communications by tradespeople and will help you to:

- 1** **Communicate your prices effectively to ensure customers move forward with your business.**
- 2** **Save time for sales people and office managers.**
- 3** **Identify where your business wastes time and resources, then highlight solutions to improve the efficiency of your communications.**





When a customer sends an enquiry and doesn't receive any response within a couple of hours, they've most likely concluded either your business doesn't actually exist or you don't care, neither of which will help you!

Even for experts, writing effective emails and messages takes time and effort. It's no wonder your admin spends so long just sending emails. However, if you manage to spend just 5 minutes less on each email, that can add up to full hours at the end of the week... if you know what processes to tweak.

So, let's get started!

"We've reduced our admin time by roughly 30%!"

C.P. Jeffries Ltd



What to include in your email signature

Any good email should have a great email signature, so let's quickly discuss what a great one should look like. Once sorted, any email you create will look professional and consistent with your branding!



- The name of the person writing the email or your office manager's name, if you want to simplify it, as customers often appreciate a personalised touch
- Your company logo
- Any relevant accreditation, like a **Gas Safe or NICEIC badge**
- Quality badges - if you have a 5-star rating on TrustPilot, you can download a badge to promote that
- A link to the website and to your reviews
- Company motto or vision, such as "Servicing the Lincolnshire area since 1965" or "Turning a house into a home"

Kind regards,

Emily Norris
Admin Team Leader
Norton Property Services

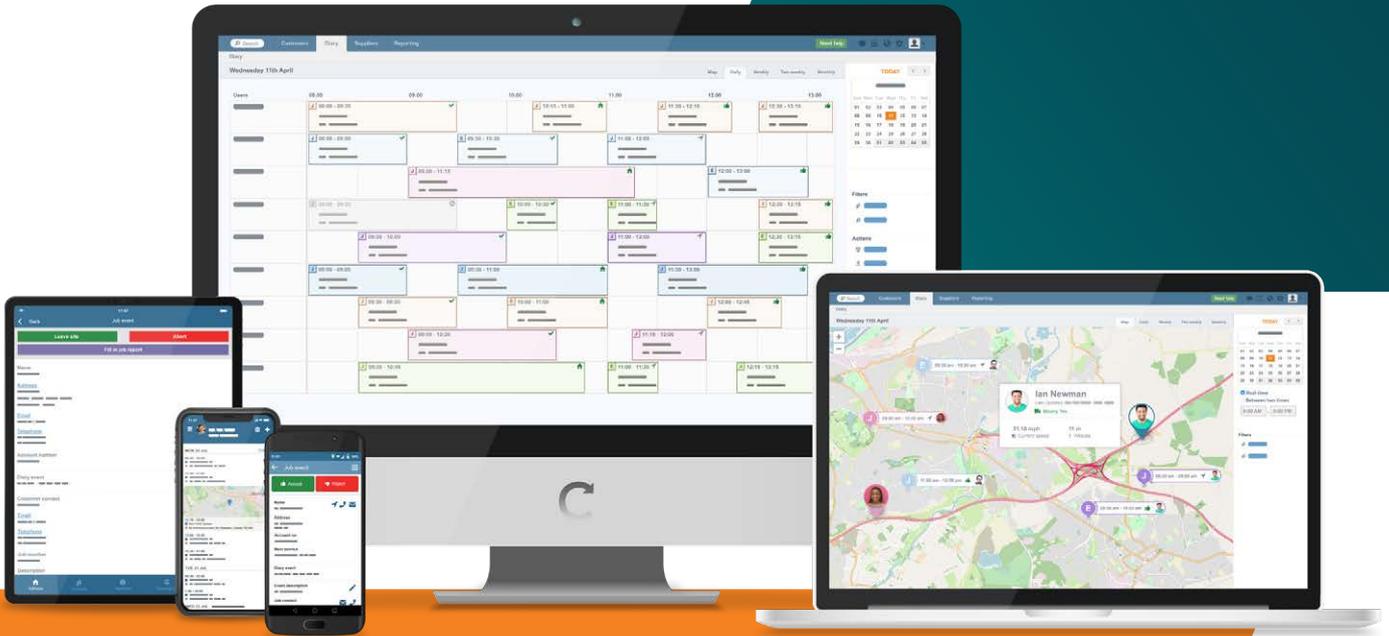
**Your Company
Logo Here** 



Servicing the Lincolnshire area since 1970!

- 📞 0203 0266 266
- ✉️ enquiry@nortonpropertservices.co.uk
- 🖱️ nortonpropertservices.co.uk
- 👍 trustpilot.com/review/nortonproperty





Automate like a pro

These templates can be the building blocks for your customer communications.

However, to truly take your business to the next level, you'll need software that can automate the sending of emails for you. With Commusoft, you can streamline many of your business' different communications to reduce admin work, improve customer service, and elevate your professionalism.

- Create a convenient templated message to send every time
- Use dynamic tags that pull in customer information instantly
- Send emails, SMS, and even letters both automatically and manually

Plus, Commusoft handles your customer database, job records, invoicing, certificates, reporting, and much more!

Watch a demo!

Booking request confirmation email

Depending on how busy you are, it's hard to respond to every enquiry. Some customers might understand that, but what they won't know is why you're not acknowledging their message. The natural conclusion is that either you've gone out of business, or you don't care; neither is great. A quick confirmation email will fix all that for you!



Best practices.

- Always make it personal by addressing customers by name, and by ending with a friendly sign-off, (which could be seasonal, if appropriate).
- If possible, give customers an idea of how long they'll have to wait for a reply, so that they don't go straight for a competitor if they don't hear back on the same day.
- Strike a polite and conciliatory tone of voice, as customers resent having to wait.
- In the email subject line, make sure to include the name of the company so it's searchable.
- If you have an FAQ page, you can include that, too.



The Template

Subject line: Norton Property Services - Ground Anchor Mounting enquiry

Dear Mrs. Robins,

Thank you for your enquiry. We're going through a busy time right now, but we're doing our best to answer your question as soon as possible. If you don't hear from us in 1-3 business days, feel free to give us a call at 0203 020 020.

You can also check our Frequently Asked Questions here: www.norton.com/FAQ

Kind regards,
Emily Morris
Admin Team Leader
Norton Property Services

Easily send emails and SMS to any type of customer

"Apart for the ability to seamlessly control every aspect of my business, from the initial customer enquiry all the through to invoicing, it's the customer support and wide range of industry-specific knowledge which the Commusoft team delivers that sets them apart from the competition. I really don't know how I managed before."

[See full review here](#)

Phil, PCL Heating & Gas Engineers Ltd

Do you want to join Phil and thousands of other Commusoft users in transforming your business?

[Book a demo!](#)



Replying to prospects about price

Price will be what most customers will want to know, but how do you communicate that when some jobs are so different from others? At the same time, you don't want to put people off by quoting out of their budget.

Refraining from discussing prices until you're on the phone is one option. However, customers aren't fond of companies that try to hide that, so at least giving them an idea of your hourly rate is better.



Best practices.

- Always make it personal by addressing customers by name, and by ending with a friendly sign-off, which could be seasonal, if appropriate.
- Add your phone number in case customers would like more info.
- Add a booking link in case customers want to book straight away.
- In the email subject line, make sure to include the name of the company and the subject of the enquiry, so that it's searchable in an inbox.
- Feel free to ask for more details, such as photos of the site if you're in doubt. This way, your engineers will have a better idea of what tools to bring.



The Template

Subject line: Norton Property Services - Price enquiry

Hello, Mrs. Robins,

Thank you for your enquiry. From your description of the job, we should be able to accommodate your request. Price-wise, for this kind of job, we charge as follows:

First 30 Minutes (Half-Hour) Rate	£33
Subsequent Half-Hour Rate	£26
Half day (4 hours)	£199
Full day (8 hours)	£359
*Minimum Time per Appointment	30 minutes
Sunday Rate	+£15 on all of the above

The job you described should take between 30 minutes and 1 hour. However, this may change once we get there and have a look at the site. If you'd like to move forward and book, you can give us a call at 0203 020 020 or use this booking link: www.norton.com/booking

Kind regards,
Emily Morris
Sales Team Leader

Easily send emails and SMS to any type of customer

"The system is great, it helps reduce admin time and keeps the job statuses up to date."

[See full review here](#)

Keith, Premier Heating Surrey Ltd

Do you want to join Keith and thousands of other Commusoft users in transforming your business?

[Book a demo!](#)



Replying to more complex pricing queries

Not all price inquiries are as simple as the one above. Usually, complex prices go with complex, *profitable* jobs, like home renovations or commercial contracts. With the latter, it will usually be you who has to submit a tender, but it's not unheard of for small business owners looking for a trusty service company.

With these emails, what you want is to strike the right balance between giving enough pricing information so that the customer can form an idea, but without committing to a number before you've had a look at the site.



Best practices.

- Include a testimonial to a similar job to show the customer what a premium service will buy them.
- Link to the testimonial before the price list, to establish a baseline for quality.
- Use the good-better-best pricing method and offer options (such as a Bronze, Silver, Gold level of service). Most customers will go for “better” or “best” rather than the cheapest price.
- Don't leave it up to the customer to get back to you; be proactive and let them know you'll be reaching out.



The Template

Subject line: Norton Property Services - Price enquiry

Hello, Mrs. Robins,

Thank you for your price enquiry. The job you described is certainly something we can accommodate, but a fixed price will be difficult to set before having a look at the worksite.

We've done a home renovation in the past for a similar property, which you can see here: www.norton.com/testimonial. The client chose a Gold Refurbish.

Bronze - starts at £15 000	Silver - starts at £25 000	Gold - starts at £35 000
Strip-out and removal	Everything in Bronze Package	Everything in Silver Package
First fix work - plumbing, heating, wiring	Second fix work - plumbing, heating, wiring	Decking/Porch install
Plastering & Flooring	Kitchen & bathroom fit-out	Original features refurbish/maintenance

*Materials are not included in these packages. We have good relationships with home suppliers and can work together on finding a deal that suits your needs.

We'll give you a call in the next 1-3 business days to give you more details, but if you'd like to have your assessment sooner than that, feel free to call us at 0203 020 020 or use our booking portal here: www.norton.com/booking.

Kind regards,
Emily Morris
Sales Team Leader
Norton Property Services

"I have used Commusoft for 8 years. Our customers are impressed with the detailed job reports, record keeping, invoices, service reminders and automated communications."

[See full review here](#)

Michael, Ainsdale Gas Ltd

Do you want to join Michael and thousands of other Commusoft users in transforming your business?

[Book a demo!](#)



Customer enquiry reminder

Many customers inquire with more than one service company. After all, who doesn't like to shop around? Because of this, though, sometimes a small reminder is useful to take you back to "top-of-mind". It also shows that you're committed to their job and good at communication, two qualities that can make a difference down the line.

If this reminder is for a larger job, it's worth trying to get your sales person a phone call or a face-to-face meeting with the potential customer. It will be much easier to establish a relationship and win a job this way.



Best practices.

- This is a good place to include a testimonial.
- Depending on how big the job is, offer a phone call to discuss the matter further.
- Don't leave it up to the customer to get back to you; be proactive and let them know you'll be reaching out and tell them when to expect your call.



The Template

Subject line: Norton Property Services - Job enquiry

Hello, Mrs. Robins,

Thank you for considering Norton Property Services. We haven't heard back from you yet, so we were wondering if you're still considering a home renovation?

We'll give you a call in the next 1-3 business days to give you more details, but if you'd like to have your assessment sooner than that, feel free to call us at 0203 020 020 or use our booking portal here: www.norton.com/booking.

Kind regards,
Emily Morris
Sales Team Leader
Norton Property Services

"Customers can sit and pick what suits them, click a button, get a confirmation, and it's done. It saves us admin time. Rather than somebody coming in, having to answer the phone and be on the phone to the customer for five minutes or more, they can focus on something else 'cause that job has been done by the customer."

[See full review here](#)

Lincoln Smith, Owner of Custom Heat

Do you want to join Lincoln and thousands of other Commusoft users in transforming your business?

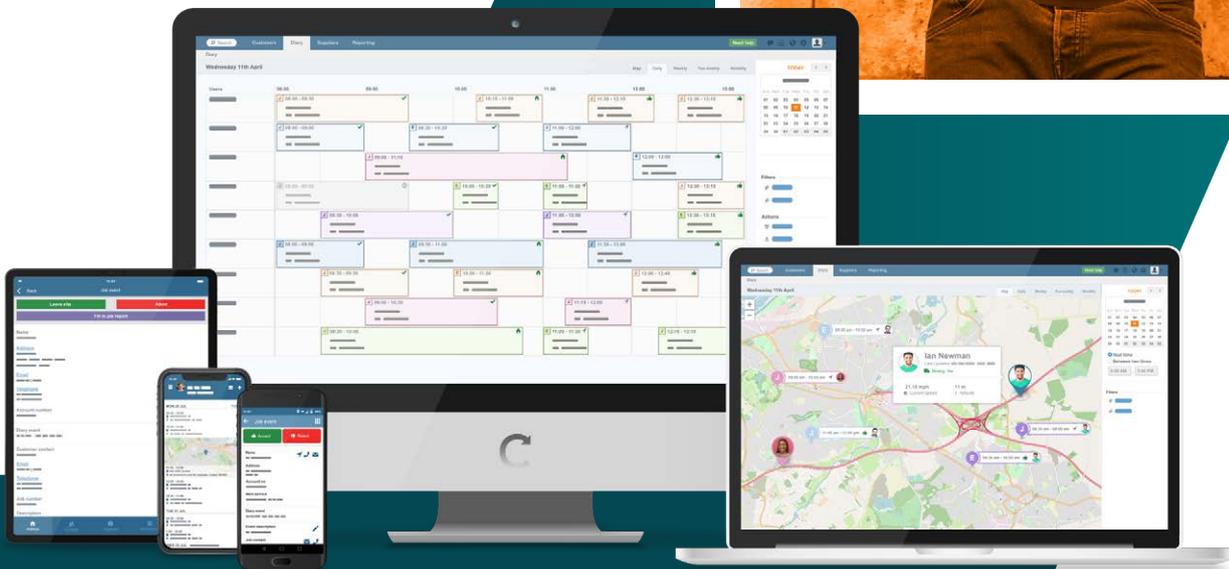
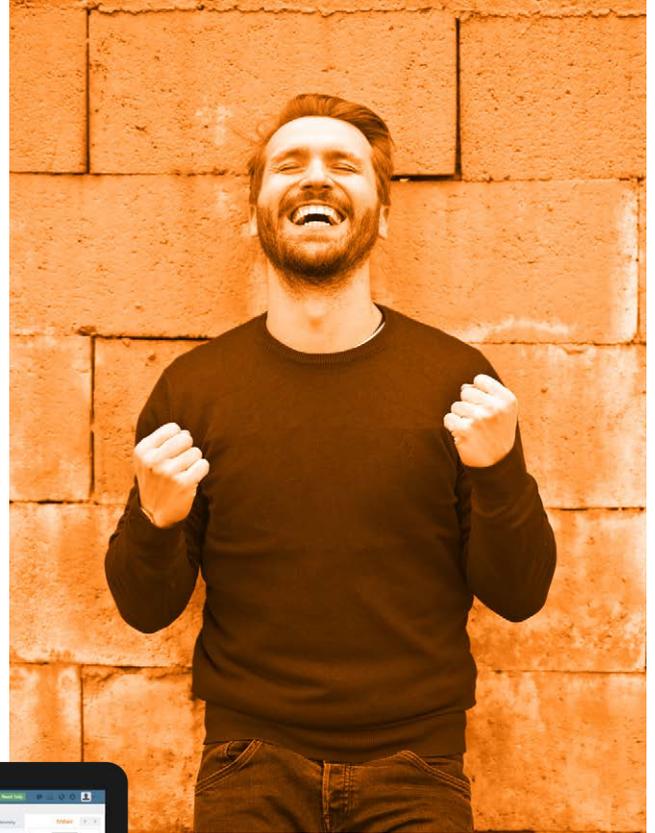
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Learn more!



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