SALESPATH FREE RESOURCE

SalesPath

Lost-quote call script

Most owners guess why they lost a quote. A five-minute call tells you. Call three recent lost or no-answer quotes this week.

Open the call

> "Hi [name], it's [your name] from [business]. You didn't go ahead with the quote for [job], and that's completely fine. I'm not calling to change your mind. Could I ask three or four quick questions so we can do better next time?"

Ask, then listen

#	QUESTION	WHAT IT TELLS YOU
1	How did you end up choosing, or deciding not to go ahead?	The real decision, in their words
2	When our quote arrived, was it clear what was included and what happened next?	Quote clarity and the next step
3	What made you feel confident, or unsure?	Trust and proof
4	If price came into it, was it the number itself, or not being sure what you'd get for it?	Price or value
5	Is there anything we could have done that would have changed it?	Your first fix

Close

> "That's really helpful, thanks for your time. If anything changes with [job], you've got my number."

Rules

- ☐ Don't argue, defend or pitch.
- ☐ Write down their exact words.
- ☐ Look for patterns after three or more calls, not one.
- ☐ Log the reason lost in your tracker.

What you heard

BUYER	WHAT TIPPED IT	REASON