

3 Options 3 Price Points

How to reply to quote inquiries (in less than 5 minute)

and get 80% more orders!

Initial quote - Provide great customer service. That is important.

#1 Give very quick quote.

People are wanting the price \$. You do not want to spend 30 min / 60 min every time someone asks for a quote. Initial quote should take 5 min max.

#2 Give great customer service.

I give 3 quotes. Every quote I give a very (very) quick quote and then give another 2 options. So then you are offering 3 price points and that way the customer is more likely to find something within their budget. So then you are sticking to your prices (with great profit margins).

Read this article - [How to answer the stupid cake inquiry and get the order.](#)

When you get the really simple question - 'how much for this cake'.

It is our job to provide of customer service, give a bit of information, and provide several price points so more than likely to have an option within budget.

How to reply to any quote, takes 5 minutes and 80% more likely to get the order.

"Hi, thank you so much for your inquiry. That cake is a 2 tier fondant cake with ruffles feeding approx. 50 people. It will cost approx. \$400 people (depending on final details).

Alternatively, I can do a similar cake in this design in butter cream, for about \$200 (depending on final details).

I thought I would throw together a 3rd suggestion for you. I can do 24 cupcakes with little fondant toppers to suit your theme for approx. \$110 (depending on final details).

I'm not sure of your budget and number of people it is feeding but I am happy to work out a price and cake to suit you."

This has taken 5 minutes, you have given 3 option and the customer loves multiple choice and feel in control. Plus it is great customer service! From great customer service WOM is invaluable in this business!

Not worry about competition and the cheap lady or anyone else. Just worry about you and your customer service and your business.

Go back through recent inquiries and follow up with this 3 price point method. Write down to follow up.

Have you done this ? Yes / No.

All future inquiries, follow the 3 price point method. What reminder or prompts will remind you to do this (eg. post-it note on computer).

Have you done this ? Yes / No.
