GRIT GUIDE
BY GRIT BLUEPRINT

GRIT GUIDE
NO. 01

AGAINST WHAT? AGAINST
AINST WHAT? AGAINST WHA
AGAINST WHAT? AGAINS

"YOUR PRICE IS TOO HIGH"
AGAINST WHAT?

How to Answer "Your Price Is Too High" Before You Touch the Number

Find out what you are being compared to, line it up on one page and answer the real gap.

Featuring Michael Tull and Stefanie Couch

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7 steps 8 min read Checklist to print

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YOU'LL FINISH WITH

One page that shows both offers side by side, the differences that matter on this job, the change you offered if one was needed, and the reason the customer gave for the choice.

THE STEPS

01 ASK WHAT YOU ARE BEING COMPARED TO

02 ASK TO SEE THE OTHER QUOTE

03 PUT BOTH OFFERS ON ONE PAGE

04 CIRCLE THE DIFFERENCES THAT MATTER ON THIS JOB

05 SAY WHAT YOUR PRICE INCLUDES, IN WORK

06 IF THE OFFERS MATCH, DEAL WITH THE GAP

07 WRITE DOWN WHY THEY CHOSE

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From the episode: The Real Reason Customers Buy Again. Watch it at gritguide.com/grit-guide/videos/the-real-reason-customers-buy-again

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A builder leans on the counter, looks at your quote for a door package and says it. “Your price is too high.”

It is tempting to start defending your service, or to start cutting. Both skip the question that matters. Michael Tull has been in the door business for fifty-five years and runs Tull Sales as a manufacturer’s rep, a salesperson who represents manufacturers in a territory. On the Grit Blueprint Podcast he asked that question in two words: “when someone says your price is too high, against what?” He wants to see what he is selling against, to know if his price is really too high “or am I talking about an apple versus an orange?”

This guide is that question, worked out step by step. It is for counter, inside and outside salespeople at dealers and distributors. A dealer sells building materials to builders, remodelers and homeowners. A distributor sells to dealers. It will not win every job. Sometimes your price really is higher and the cheaper choice fits. After these steps you will know which it is, and so will the customer.

BEFORE YOU START

- Your current quote, with its date or version number
- The plans, list or messages the quote was built from
- Your company’s rule on who can approve a price change
- A blank comparison page (the table in step 3)
- A few quiet minutes with the customer, at the counter or on the phone

01 ASK WHAT YOU ARE BEING COMPARED TO

Ask it calmly, as a real question. Is the gap against their budget, or against another quote? Those are two different problems. A budget gap means the job may need a different product or a smaller scope. Scope is everything a quote covers: the products, the quantities and the services. Another quote means you need to see what that price buys.

Write the answer at the top of your page: “Gap is against another dealer’s quote,” or “Gap is against the homeowner’s budget.”

Listen for one more thing. A customer who says “I need to run it by my partner” has not given you a price objection. That is a decision still being made. Ask who decides and when.



Michael Tull’s question, from The Real Reason Customers Buy Again. Credit: Grit Guide

02 ASK TO SEE THE OTHER QUOTE

If there is another quote, ask if they can share it. If they cannot, ask them to read you the product, the quantities and what is included.

Do not knock the other supplier. Do not say their quote is missing something until you have seen it. Ask. “Does theirs include the finish?” is a fair question. “They always leave things out” is a guess.

03 PUT BOTH OFFERS ON ONE PAGE

Use the same lines for both offers. Fill in what you can confirm. Where you do not know, write “unknown.” An unknown is a question to ask the customer. It is not proof the other quote is short.

Do not make either choice look cheaper by leaving part of it out. Price the full scope on both sides.

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THE COMPARISON PAGE

Compare	Your quote	The other offer
Exact product or series	Confirm	Confirm or unknown
Style and finish	Confirm	Confirm or unknown
Construction and use	Verify	Verify or unknown
Sizes and configurations	Confirm	Confirm or unknown
Quantities	Confirm	Confirm or unknown
Included products and services	List	List or unknown
Delivery, pickup and freight	List	List or unknown
Open selections or exclusions	List	List or unknown
Availability and the date you checked	Verify	Verify or unknown
Total quoted amount	Price full scope	Price full scope

Adapted from the option comparison tool in Grit Guide's Millwork Sales field guide. Product claims come from current manufacturer and supplier information, not from the look of a product.

04 CIRCLE THE DIFFERENCES THAT MATTER ON THIS JOB

Not every difference is worth money to this customer. Go back to what they told you matters most on this job: the look, the date, the upkeep or the price. Circle only the lines that touch those.

Stefanie Couch makes the point in the same episode. Sometimes the two offers are not the same thing, and sometimes that matters to people. Sometimes it does not, and they would take the orange if it is cheaper. A higher price does not prove a better fit.

05 SAY WHAT YOUR PRICE INCLUDES, IN WORK

"Great service" gives the customer nothing to compare. Name the work. Maybe your team reviews every order line by line with the customer before it is placed. Maybe the package comes to the site on a date you coordinate. Maybe one named person answers questions about the order.

Promise only what your team really does. Do not claim you will prevent every delay or mistake. Nobody can.

06 IF THE OFFERS MATCH, DEAL WITH THE GAP

Sometimes the page shows the same product, the same scope and the same service, and your number is still higher. Say so. Then look for a change that fits:

- A different product that still meets what the job requires
- A smaller scope, such as taking an item out of the package
- A different service, such as pickup in place of delivery

Check what each change does before you offer it. Never trade away something the job requires just to hit a number. Take that question to the right person on the project first.

If the only thing left to change is the price, follow your company's rule. Get the approval. Then send a revised quote that shows what changed. A text message should not be the only place a new number lives.

07 WRITE DOWN WHY THEY CHOSE

Win or lose, ask what decided it. Write down the reason the customer gave, in their words. If you never found out why they objected, make that your first question next time.

Once a week, read your reasons in a row and ask what helped a customer decide. Over time the list shows which customers value the work you do.

FINISH LINE

You should now have: One page that shows both offers side by side, the differences that matter on this job, the change you offered if one was needed, and the reason the customer gave for the choice.

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TWO SCRIPTS

Use it when: the customer says the price is too high and you do not know why.

SCRIPT

"Help me understand the gap. Is it against your budget for **[this part of the job]**, or against another quote? If it is another quote, let's put the two side by side so I can help with the right change."

Use it when: you cannot match the number.

SCRIPT

"I cannot approve that price as it stands. Here is what I can do. I will review **[the option]** with **[manager's name]** and call you by **[day and time]** with what we can offer. If anything changes, I will send a new quote that shows the change."

EXAMPLEMADE UP TO SHOW HOW IT WORKS

Dana works inside sales at a lumberyard. A remodeler tells her that her quote for five exterior doors is higher than another dealer's.

Dana asks what the gap is against. It is another quote, and the remodeler texts her a photo of it. She fills in the comparison page. Same door style. Same quantity. Her doors are prefinished, which means painted at the factory. The other quote says "primed," so someone still has to paint those doors on site. Her price includes delivery to the job. The other quote does not say, so she writes "unknown," and the remodeler calls to ask. It is pickup only.

Now there are two differences on the page. The remodeler says a painter is already booked for the whole house, so factory paint is not worth extra on this job. Delivery is, because the crew has no trailer.

Dana requotes with primed doors and keeps the delivery. The gap gets smaller and the remodeler takes it. In her notes Dana writes the reason in the remodeler's words: "Painter already on site. Needed delivery."

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PRICE OBJECTION CHECKLIST

- [ ] I asked what the price is being compared to
- [ ] I wrote down if the gap is against a budget or another quote
- [ ] I asked to see the other quote and did not criticize it
- [ ] Both offers are on one page with the same lines
- [ ] Every unknown is marked “unknown” and has a question next to it
- [ ] I circled only the differences that matter on this job
- [ ] I named the work my price includes
- [ ] Any change I offered still meets what the job requires
- [ ] Any price change was approved and shows in a revised quote
- [ ] I wrote down the reason the customer gave

YOU’RE DONE WHEN

- The comparison page is in the job file, with both offers on the same lines.
- No line is blank. Each one is confirmed or marked “unknown.”
- Any change to price, product or scope shows in a dated, revised quote.
- The customer’s reason for the decision is written down in their words.

WHAT TO DO NEXT

Say the first script out loud a few times before you need it. This AI prompt lets you practice a price objection with a pretend customer who pushes back. Then read Teach Before You Talk Price, which covers what to bring a customer before the price ever comes up.

EPISODES IN THIS PIECE

The Real Reason Customers Buy Again

With Michael Tull · The Grit Blueprint Podcast · Feb 2026

SOURCES

1. The Real Reason Customers Buy Again (Grit Blueprint Podcast, Michael Tull with host Stefanie Couch) Grit Guide

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READ IT
ONLINE
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