GRIT GUIDE

BY GRIT BLUEPRINT

GRIT GUIDE

NO. 01

“YOUR PRICE IS TOO HIGH” AGAINST WHAT?

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

Featuring Michael Tull and Stefanie Couch

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THE PROBLEM

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

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

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THE PLAN

7 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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01

STEP 1 OF 7

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.

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STEP 2 OF 7

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.

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STEP 3 OF 7

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.

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STEP 4 OF 7

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.

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05

STEP 5 OF 7

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.

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STEP 6 OF 7

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

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STEP 7 OF 7

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.

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THE CHECKLIST

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

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FINISH LINE

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 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.

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THE SOURCES

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

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READ THE FULL GUIDE

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