GRIT GUIDE

NO. 05

HOW TO STOP QUOTING BLIND

How to Stop Quoting Blind: Seven Questions to Ask Before You Price a Job

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

THE PROBLEM

A builder walks up to the counter. “Can you price 18 interior doors?”

Ask seven questions, read the answers back and send a quote that says what is known and what is open.

THE PLAN
7 STEPS

01 READ WHAT THEY ALREADY SENT

02 ASK WHAT THE PRICE IS FOR

03 ASK THE SEVEN QUESTIONS

04 READ THE ANSWERS BACK

05 SPLIT YOUR NOTES INTO KNOWN AND OPEN

06 LABEL THE QUOTE FOR WHAT IT IS

07 AGREE ON THE REVIEW BEFORE YOU SEND IT

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

01

STEP 1 OF 7

READ WHAT THEY ALREADY SENT

Go through the plans, the list and the messages first.
Mark what is already answered. Circle the gaps.
Then ask only about the gaps.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

02

STEP 2 OF 7

ASK WHAT THE PRICE IS FOR

There are three common answers. Each one asks for a different piece of work from you.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

03

STEP 3 OF 7

ASK THE SEVEN QUESTIONS

These seven come from the Millwork Sales field guide. Skip any the customer has already answered.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

04

STEP 4 OF 7

READ THE ANSWERS BACK

Say it out loud before you build anything. Use the second script below. If you got something wrong, this is the cheapest moment to find out.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

05

STEP 5 OF 7

SPLIT YOUR NOTES INTO KNOWN AND OPEN

Draw a line down the page. On the left, write what is confirmed. On the right, write what is still open.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

06

STEP 6 OF 7

LABEL THE QUOTE FOR WHAT IT IS

Put the purpose on the quote in plain words: Budget, Comparison or Ready for approval. List what the price assumes. List what it leaves out.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

07

STEP 7 OF 7

AGREE ON THE REVIEW BEFORE YOU SEND IT

A quote is not a plan until both of you know what happens next. Before you hit send, agree on when the two of you will go over it and what that review should decide.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

THE CHECKLIST

CHECKLIST: BEFORE YOU QUOTE

- [ ] I read everything the customer already sent
- [ ] I know if this price is for a budget, a comparison or an order
- [ ] I asked the seven questions, or already had the answers
- [ ] I read the answers back and fixed what I had wrong
- [ ] My notes are split into known and open
- [ ] Every open item has a person and a date
- [ ] The quote says what it is for, what it assumes and what it leaves out
- [ ] No requested date is written down as a promised date
- [ ] We agreed on when we will review the quote

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

FINISH LINE

A quote that states its purpose, a list of what is confirmed and what is still open, a name and a date on every open item, and a review time the customer agreed to.

- The quote says Budget, Comparison or Ready for approval at the top.
- A teammate could pick up your notes and see what is confirmed, what is open and who owes what.
- Every open item has a name and a date.
- The next action, its owner and its date are written where your team can see them.

Grit Guide by Grit Blueprint · © 2026 Grit Blueprint · gritguide.com · Educational content, not professional advice.

THE SOURCES

1. Why Contractors Will Control Your Revenue in 2026 (And What to Do About It) Stefanie Couch, Grit Blueprint

Quotes © their speakers, used with attribution. For educational purposes. General information, not personalized professional advice. AI may assist content creation. Use your judgment, verify information, and consult a qualified professional when needed.

GRIT GUIDE

BY GRIT BLUEPRINT

READ THE FULL GUIDE

gritguide.com/how-to-stop-quoting-blind/

© 2026 Grit Guide by Grit Blueprint. gritguide.com. Free to share unchanged, with credit and the link. Not for sale.

For educational purposes. General information, not personalized professional advice. AI may assist content creation. Use your judgment, verify information, and consult a qualified professional when needed.