

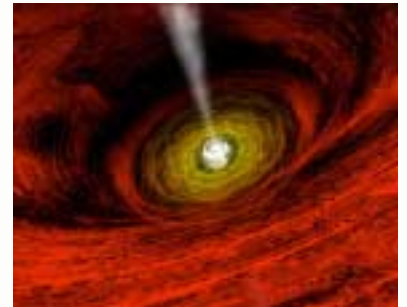


Managing Quote Logs

What happens to your quotes? How many disappear into a black hole? You work hard to earn the right to quote, and two weeks later no one will talk to you. Having a quote management and review system will give you a true feel for your market. It also helps you adjust your customer relations strategy to win more quotes. Following up on outstanding quotations is a key element to helping your salespeople boost their quote closing ratio, one of the earliest indicators of the success of your business.

WONDERMENT® Project Steps:

1. Gather old quote information for the past six months. This will include data for quotes won, lost, and no response.
2. Use the table below to fill out the information
3. Examine the total number of lost quotes and determine the closing ratio (number quotes won/total number quotes)
4. Examine the total \$ Lost and the \$ No Response for each month, and for the six months period.
5. Complete this exercise for each product/service line if possible.



Visit us online at www.jacquard.com/wonderment.htm for an interactive exercise.

| Month | # Quotes | \$ Quotes | # Won | \$ Won | # no response | \$ no response | # Lost | \$ Lost | Closing Ratio |
|--------------|----------|-----------|-------|--------|---------------|----------------|--------|---------|---------------|
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| Total | | | | | | | | | |

What questions does this raise?

Regarding your customer relations strategy...

- How easy/hard was it to look up old quotes?
- Do you need a more formal quote management process that includes reviewing and following-up?
- How do quotes get out? How systematically are the Lost and No Response quotes reviewed?
- How much could you have recovered by following up on your Lost and No Response quotes?
- Does your customer relations strategy need adjustment?

If you have questions or comments please contact us. Log on to www.jacquard.com or call us at 847.945.8700.