



A flyer about the need for the prompt return of the signed bid and submittal documents

This document appears to be about our services and how we manage the time it takes to estimate and produce their stone. What it really is about is customers sitting on the bid or submittal for too long and throwing the schedule off. It can be followed up with verbal reminders during conversations about the bid and when the customer wants the stone to be delivered. The tighter his schedule, the more important is his prompt return of signed approval documents.

## Marketing Spins

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

### Spin 1) He's in a hurry but we don't have plans yet

I know you are under the gun scheduling your project. I just want you to know how carefully we watch your deadlines. We'll be putting your bid together as soon as we have a complete set of your plans. We can discuss then how we can get you the stone you when you need it. Your deadlines will be our deadlines and we are planning now how we meet them.

### Spin 2) He's in a hurry. We have plans

I know you are under the gun scheduling your project. I just want you to know how carefully we watch your deadlines. We'll be getting your bid out to you very soon, and we want you to know we're looking ahead to be sure we will have your stone there when you need it.

### Spin 3) No particular hurry, but he still hasn't sent us his plans

I just wanted you to know we're already looking ahead to get you cast stone order done on time. We'll keep your needs in mind throughout the estimating and production process. We want you to be aware of what can cause problems when scheduling your cast stone installation, and show you how we keep everything running smoothly.