Follow up on outstanding sales quotes

Put still-valid quotes back in front of the right salesperson while the buyer can still act on them.

Typical problem

A quote can stay open in the CRM long after the last conversation. When no one owns the next call, sales managers see a pipeline value but have little indication of which buyers are still considering the offer.

Economic impact

€2,400

in potential additional gross profit

Suppose follow-up wins two extra orders worth €6,000 each. At a 20% gross margin, those orders contribute €2,400 before the cost of the pilot. Your usual close rate for quotes of a similar age gives you a baseline.

Proposed solution

We review 60 days of quotes from one branch, match them to CRM activity and flag valid offers with no next action. Each rep gets a prioritised list, notes from the last conversation and an editable message. Reminders stop when the buyer replies.

Client benefit

Your sales director can trace a signed order back to the original quote. The branch sees which conversations restarted, how many became orders and, using your own margin figures, what those orders contributed.

Discuss a pilot

Bring a sample of open quotes with issue dates, values and last contact dates.

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