

Conservative Estimates

We all want our customers to be pleased with our offer and excited to get the project going. So, there is a temptation to give an aggressive proposal regarding the deliverables and the time to completion. BIG MISTAKE!

Even if you think (under the best of conditions) you can realistically deliver in x number of days for x number of dollars, I'm telling you those "best of conditions" rarely happen! What's more likely to happen is:

1. Suppliers are going to be late delivering the parts.
2. Equipment will break down.
3. Installers are not as excited about the project as you are.
4. People get sick.
5. It might rain.
6. Get the idea?

I have been on both sides of this scenario, and I can tell you it is much better to give a conservative estimate and deliver ahead of time than to give an aggressive estimate and be late!

You might be thinking that you will lose the job because of a conservative estimate. Well, let the other guy who won the bid because of his unrealistic offer eat his losses. You will win the next one and keep a loyal customer.

So, think about all the things that could go wrong and base your conservative estimate on those factors. Your customer will love you for it!