

02 what we sell

Print or fill in.

Form 02: what we sell and what it costs

Best answered by: the owner, or whoever sets prices **Time:** 30 minutes **Fills:** company/offering.md , company/pricing.md , sales/quoting.md

Prices go out of date. Put the date on this form and it stays useful.

Completed by: _____ · Date: _____

What you sell

What is the main thing, and roughly what share of the money does it bring in?

Everything you offer:

What it is	Who it is for	Sold by the...	Rough share of revenue

"Sold by the" means the unit: hour, {{THE_WORK}}, item, month, acre, head, seat, visit.

What you will not do

Work you turn down, and the reason for each. Too small, too far, wrong equipment, went badly last time, needs a licence you do not hold.

What people ask for that you do not offer

And where you send them, if anywhere.

Seasonal or conditional

Anything only available at certain times, or dependent on weather, supply or licensing.

Capacity

How much can you genuinely take on at once? What is the limit: people, equipment, materials, or space?

Pricing

Prices as at: _____

How do you price? Hourly, fixed, per unit, cost plus a margin, market rate, subscription, a mix?

Why that way rather than another?

The actual numbers:

What	Price	Per	Notes

If nothing is fixed, what drives the number, and what is a realistic range?

Minimum charge, call out fee, or minimum order:

What makes a price go up? Distance, urgency, access, out of hours, difficult site, small quantity.

Do you discount? What for, and what will you never discount?

When did prices last change, by how much, and how did it go?

Honestly, do you think you are priced right? Where do you suspect you are leaving money behind? Nobody outside sees this answer.

Quoting

What do you actually send: a verbal number, a written quote, a formal proposal, or a checkout?

Walk through the steps from first contact to agreed work.

1. 2. 3. 4. 5.

How long from enquiry to a quote in their hands?

How long does a quote stay valid?

What has to happen before you can quote? Site visit, measurements, photos, specifications.

What is in a quote? What is explicitly excluded? Exclusions matter most, because nearly every dispute traces back to something nobody wrote down.

Roughly what share of quotes turn into work?