KVK

Drawing up a good quotation

A quotation is an offer for your potential customer. You describe in detail the work, the products, the planning, and your price. Customers often request quotations from several suppliers. An interesting quotation may just make the difference. And what are the legal requirements for a quotation?

State the name of your contact and the address of your customer.

You must date your quotation.

Refer to a previous contact with your client.

Show you understand the client's request. This will make the quotation more personal.

Be clear about the budget. List the several items and their prices.

Indicate for how long the offer stands (the validity date).

State the terms of payment explicitly and include your general terms and conditions. A quotation is legally binding once both parties have agreed to all its elements.

COPYWRITING
HENK HERMANS

Koninklijke Trappenfabriek 'De Trede'
Attn. Mrs. / Ms G. Janssen
Liftweg 135
7009 ZZ Doetinchem

QUOTATION

Date: januari 10 2022
Reference: 5387

Dear Mrs. Janssen,

It is my pleasure to send you a quotation for producing the 100-year anniversary book for the Koninklijke Trappenfabriek 'De Trede', as agreed in our previous conversations.

Our offer
The anniversary book describes the history of the company, portraying directors, clients, and suppliers. The book will be 70 pages long. Our designers will create an exclusive lay-out and our photographers will provide the 10 photos. In addition, we will make use of existing images. The edition will count 1,000 copies. As the paper has not been selected yet, this quotation contains 2 price indications. All copy will be revised by you personally.

Budget

Copywriting (80 hours at € 70)	€	5,600
Unique lay-out (fixed price)	€	1,250
10 photos at € 150 per photo	€	1,500
Designing (30 hours at € 60)	€	1,800
Subtotal	€	10,150
Printing costs for a run of 1,000 copies:		
- Paper quality 'deluxe'	€	3,000
- Paper quality 'superb'	€	3,500

All prices are exclusive of 21% VAT and travel costs (€ 0.19 per km). The payment term is 14 days after the invoice date. This quotation is valid for 30 days after the date of this quotation.

I trust that this quotation for your anniversary book meets with your expectations. Should you have any questions, do not hesitate to ask. I kindly invite you to return the signed quotation to the address mentioned below.

The undersigned declare they agree to the terms laid down in this quotation.

Date:
Ms / Mrs. Janssen:

Date:
Henk Hermans:

Attachment: General terms and conditions of Tekstbureau Henk Hermans

Vestdijk 101-a • 8861 BM Harlingen • T 06 1234 5678
info@henkhermans.nl • www.henkhermans.nl • KVK 12345678
IBAN NL99 ABCD 0123 4567 89 • Btw-id NL123456789B01

EXAMPLE

Make an offer that is as concrete as possible and that meets your customer's wishes. By dividing your quotation into several parts you give your customer the option to choose, for example if the price of the entire quotation is too high.

End with a personal message, that will spur your customer on.

Send a quotation that your customer can sign straightaway. That way, you will land the job sooner. For large or highly specialised and complicated assignments, make a quotation along main lines, and negotiate a detailed contract.

Send the quotation on business stationery that contains your business address, contact and payment details.

Source: KVK.nl

KVK strives to provide the most up-to-date, complete, and accurate information possible via its online channels. Nevertheless, errors may occur. If you encounter an error, or find information is missing, please notify us. We will be most grateful.

More information? KVK.nl/quotation