Training Camp Drill 2: Explaining an Estimate Honestly

Commission Sales track · Printable practice drill · About 10–15 minutes · Free

> **Private practice.** This sheet is for you. Nothing you write here is collected, saved online or shared, and it is not connected to any online rating.

Objective

Practice explaining an estimate so a customer understands **what they'd be paying for, what's included, what isn't, and what isn't known yet** — and how each option connects to what they told you they need. No pressure, no exaggeration.

What you need

- A pen, this sheet and a timer
- Optional: a friend to read the customer lines

Fictional practice scenario

Everything below is made up for practice. The people, company, estimate and prices are fictional. They are not real prices or a pricing guide.

You work for **Ridgeline Home Exteriors**, a fictional roofing company. Last week you met **Jordan**, a fictional homeowner, about a ceiling stain. Jordan's top concern was "not turning this into a huge, expensive project." The inspection is done, and you're back to review the estimate. Your company's written estimate shows two options:

Option	What the estimate says	Price (fictional)
A. Repair	Repair of the damaged area found during inspection, as described on the estimate. Workmanship warranty: 2 years, per the written terms.	$1,150
B. Full replacement	Replace the full roof, as described on the estimate. Workmanship warranty: 10 years, per the written terms.	$14,800

The written estimate also says: *"If hidden damage is found once work starts, we'll stop, show you, and agree any added cost in writing before continuing."* (Fictional company policy for this drill.)

Steps

1. **Read the scenario and estimate (2 minutes).**
2. **Plan your explanation (3 minutes).** In the box below, write: (a) one sentence connecting the estimate to Jordan's top concern, (b) what each option includes, (c) one thing that isn't known yet, and (d) the question you'll ask to let Jordan choose.
3. **Explain it out loud (4 minutes).** Walk Jordan through both options in plain words. Respond to the customer lines in the practice script.
4. **Self-check (3 minutes).**

My plan

Practice script: customer lines

Use these in order, after you begin explaining:

1. "Okay, so which one do I actually need?"
2. "What does the warranty really cover?"
3. "Could the price change after you start?"
4. "Is there any reason I shouldn't just do the cheaper one?"

Example of a strong approach

EXAMPLE — fictional, one of many good ways to do this. Not a script to memorize.

Rep: "You told me the big thing was not turning this into a huge project, so let's start there. There are two options on the estimate. Option A repairs the damaged area we found, for $1,150. Option B replaces the whole roof, for $14,800."

Jordan: "So which one do I actually need?"

Rep: "Based on what we found, the repair addresses the damage causing the stain. Replacement is an option, not a requirement today. The difference is mostly about the age of the roof and how long you plan to keep it — that's your call, and I'm happy to walk through both."

Jordan: "What does the warranty really cover?"

Rep: "I'll show you the exact wording on the estimate rather than summarize it from memory. Here it is — let's read it together, and if anything's unclear, I'll get you an answer in writing."

Jordan: "Could the price change?"

Rep: "It could, if we find hidden damage once work starts. If that happens, we stop, show you, and agree any extra cost in writing before continuing. Nothing gets added without your OK."

Rep: "Which option feels right to you, or what else would help you decide?"

Why it works: the rep starts with Jordan's concern, gives both options plainly with prices, doesn't overstate the warranty or claim the bigger job is required, names what's uncertain, and leaves the decision with Jordan.

Self-check

Rate yourself on what you actually said.

Skill	Strong	Solid	Developing
Connects to the customer	Opened with Jordan's top concern and linked each option back to it.	Mentioned Jordan's concern once.	Explained the estimate without referring to what Jordan said.
Clear and complete	Explained both options, prices and what's included in plain words; no jargon left unexplained.	Covered both options, with a gap or some jargon.	Skipped an option, rushed prices, or left Jordan unclear on what's included.
Honest about limits	Named what isn't known yet and how changes would be handled; pointed to the written warranty instead of exaggerating it.	Mentioned an uncertainty when asked.	Promised a fixed outcome, overstated the warranty, or implied the larger job was required.
Customer decides	Ended with an open question; no pressure or made-up deadline.	Asked for a decision politely.	Pushed for a same-day decision or used pressure.

Evidence: what I actually said or did

Next practice action

Rewrite your weakest answer from the practice script in one or two sentences, then say it out loud three times until it sounds natural. Next, try **Drill 3: Handling an Objection and Agreeing a Follow-Up**.

My rewrite