



## Creating Estimates That Sell - Guide

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## Estimates Quickstart Guide



### **Evaluating the performance potential of a piano**

Evaluating the performance potential of a piano is easy, especially when using a Gazelle Condition Report. To get started, begin your evaluation of each piano asking these two essential questions... [Learn More](#)

## Presenting service options to your client

Memorize this phrase “Your Piano was built for X level of performance, it is currently performing here...” (*point to your estimate’s condition report chart*) “...I recommend this option because it meets all your needs, we could do this option here but I don’t recommend that because it doesn’t meet all your needs; and I only recommend this option IF your situation changes in \_\_\_\_*THIS*\_\_\_\_ specific way.”

## Accessing Gazelle’s Service Library

Gazelle's Service Library is a free resource available to all our subscribers that gives you access to hundreds of common services that come with professionally edited descriptions... [Learn More](#)

## Creating “Checklists” to save time

A checklist is a custom sorted copy of your service items that make it easy to quickly add services (and groups of services) to an estimate... [Learn More](#)

## Creating Multi-Level Estimates

Most piano technicians struggle to provide estimates that capture the entire picture. By creating a multi-level estimate you are customizing an option that meets your customer's budget and performance needs... [Learn More](#)

## Tips for Using Condition Reports

Adding a condition report to your estimates provides a visual aid that helps your customers better understand the performance potential of their piano... [Learn More](#)

## Writing Great Recommendations

Most piano technicians are not great writers and their business, marketing, website, and communication all suffer as a result; but it doesn't have to be this way because you can easily improve the quality of your writing using a very simple trick... [Learn More](#)

## Writing Great Service Item Descriptions

Most people think writing service descriptions for their estimates is about explaining what a service does and why it is needed. But it's not. This is the biggest mistake people make when writing service descriptions... [Learn More](#)

For more tips on using Gazelle Estimates visit [help.GazelleApp.io](http://help.GazelleApp.io)