



LASER PRICING LAB

FREE QUOTE WORKFLOW

Laser Project Quote Checklist

A practical checklist for collecting job details, estimating production, protecting the scope and sending a clearer quote.

USE THIS BEFORE YOU SEND A PRICE

The goal is not to make every quote complicated. It is to make the assumptions visible before material is cut, a deadline is promised or a customer-supplied file is approved.

Capture the job

CUSTOMER AND INTENDED USE

- ☐ Customer name, contact route and requested delivery date.
- ☐ What the item is for and whether the customer has seen an example.
- ☐ Whether the order is personal, promotional, resale or a sample.

ARTWORK AND PROOF

- ☐ Final vector or approved image is available; any redraw work is scoped.
- ☐ Fonts, trademarks, portraits and customer artwork have permission to use.
- ☐ Text spelling, orientation, size and placement are recorded in a proof.
- ☐ Customer approval is required before production.

MATERIAL AND PRODUCTION LIMITS

- ☐ Material type, thickness, supplier, finish and visible defects are documented.
- ☐ The item can be produced safely and tested on scrap or a sample if needed.
- ☐ Kerf, burn, color shift, engraving depth and small-detail limits are explained.
- ☐ Customer-supplied material has a written testing and replacement policy.

QUANTITY AND DELIVERY

- ☐ Quantity and any tier boundaries are confirmed.
- ☐ Packaging, pickup, shipping and installation responsibilities are clear.
- ☐ Rush work and delivery promises include realistic production capacity.

Build the price

DIRECT PRODUCTION COST

- ☐ Material consumed per sellable item, including test pieces and waste.
- ☐ Machine time per item multiplied by an ownership-and-operation hourly rate.
- ☐ Setup, file preparation and proofing minutes for the whole order.
- ☐ Hands-on labor per item and the labor rate the business needs to recover.
- ☐ Packaging and fulfillment cost per item.
- ☐ Remake allowance based on the actual risk of the job.

SALES-CHANNEL COST

- ☐ Percentage transaction or marketplace fee is entered correctly.
- ☐ Fixed listing, payment or per-order fee is counted once.
- ☐ Advertising, discounts and delivery subsidies are included where relevant.

MARGIN CHECK

Recommended price = (direct order cost + fixed fees) / (1 - percentage fee - target margin).

A markup percentage is not the same as a profit margin. Compare the calculated price with a break-even price before sending it.

Protect the order

WHAT THE QUOTE SHOULD STATE

- ☐ Deliverable, quantity, material, dimensions and finish.
- ☐ Price, taxes or fees, deposit and payment timing.
- ☐ Production lead time after approval rather than after inquiry.
- ☐ What happens when files, quantities or deadlines change.
- ☐ Who approves the proof and when the approval becomes final.
- ☐ Whether small natural variation or maker marks are acceptable.

BEFORE PRESSING SEND

- ☐ The customer's requested date is achievable with current workload.
- ☐ The price was calculated from this order rather than copied from an old job.
- ☐ Every assumption the customer must accept is written down.
- ☐ The quote has a clear validity date and revision number.

Need the calculations already linked?

The Laser Pricing & Quote Kit adds custom job pricing, machine cost, repeatable product pricing and a 25-order profit log in one downloadable Excel workbook.

[VIEW THE USD 19 KIT](#)

This checklist is general business education, not legal, tax, accounting or machine-safety advice. Verify local requirements and the manufacturer's instructions.