



The 24-Hour Quote Scorecard

A 5-minute diagnostic for growth-focused manufacturers.

When a quote takes three days, the job often goes to whoever answered first — price never enters into it.

This scorecard shows you, in 7 questions, where your RFQ-to-quote process is leaking jobs, and how far you are from consistent under-24-hour quoting.

How to use it: score each question 0, 1, or 2. Add them up. Read the band that matches your total.

The 7 questions

1 Where do RFQs land?

- 0 Scattered across personal inboxes, WhatsApp, phone calls, walk-ins
- 1 One inbox, but only one or two people check it
- 2 Central inbox or system, multiple people can see and action

Your score for this question:

2 How long until a new RFQ gets a human response (not a quote — just “got it”)?

- 0 Sometimes a day or two, sometimes never
- 1 Same day, usually
- 2 Within 2 hours, every time, with a clear next step

Your score for this question:

3 When the owner is on holiday or on the floor, can quotes still go out?

- 0 No. Everything stops.
- 1 Simple ones can. Anything tricky waits.
- 2 Yes. The team has templates, margin rules, and a sign-off path.

Your score for this question:

4 How are prices built?

- 0 From memory, gut feel, or last year’s spreadsheet
- 1 A spreadsheet that mostly works, but only one person really understands it
- 2 A documented method with material, labour, setup, and margin rules anyone trained can follow

Your score for this question:

5 What’s your typical quote turnaround on a standard RFQ?

- 0 3+ days, or “depends”
- 1 24-72 hours
- 2 Under 24 hours, consistently

Your score for this question:

6 Do you know your win rate?

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0 No

1 Roughly, by feel

2 Yes, by customer and by job type

Your score for this question:

7 When a customer goes quiet after a quote, what happens?

0 Nothing. We move on.

1 Someone follows up if they remember

2 There's a follow-up sequence that runs without anyone thinking about it

Your score for this question:

YOUR TOTAL SCORE

/ 14

What your score means

11-14 — Speed is not your problem.

Your bottleneck is probably capacity or pricing, not process. The leverage for you sits in margin, mix, and which customers you say yes to — not in getting faster.

6-10 — You've got leaks.

A score here usually means jobs are going to whoever quoted first. Two or three changes close most of that gap, and none of them need new software.

0-5 — You're losing jobs you don't even know about.

The customer who didn't reply didn't necessarily go with someone cheaper — they often went with whoever quoted first. This is fixable in 30 days.

One free thing. No call required.

Email your score to hello@metabinary.ie and Joseph will send back the single biggest lever for your band — specific, written, no sales call attached. If you want to talk after that, you can ask.

— Joseph Rose, Founder, MetaBinary Limited