

15 QUESTIONS

Countertop Fabricators Should Ask
When Buying Quoting Software



moraware

THE DOUBLE-EDGED SWORD OF GROWTH

REALIZING YOUR DREAM

When countertop professionals start looking for quoting software, it's usually because they're experiencing THE DOUBLE-EDGE SWORD OF GROWTH that successful fabricators know so well.

On one side, growing revenue can lead to more financial freedom and entrepreneurial self-determination. On the other, the volume, pace, and complexity of orders can strain once reliable systems and lead to bottlenecks and staffing issues that threaten a shop's ability to realize the rewards that growth should bring.

We've put this guide together to help shops who are experiencing the pains of growth or desiring to sell and communicate more professionally, find the right quoting solution for them, build a better business, and realize the benefits of growth.

THE 15 QUESTIONS

- | | | |
|--|---|--|
| 1. How long, on average, does it take to create a quote? | 6. Can I email quotes to my customers? | 11. How long does it take to learn the software? |
| 2. How does the software let me draw a countertop? | 7. What insights can I gain from the data in the software? | 12. What does your support include? |
| 3. Can I create a slab layout? | 8. How much does the software cost and is there a contract? | 13. How often do you release updates and new features? |
| 4. What can I include in my pricing lists? | 9. How do we manage users? | 14. How do I know my data is safe and protected? |
| 5. Can I control what my customers see on their quotes? | 10. Which devices can I use the software on? | 15. How many years has your oldest client been with you? |



[Printable 15 Questions demo worksheet](#)



[Moraware's 15 Answers](#)



[About Moraware](#)

1. How long does it take, on average, to create a quote?

Why It's Important

Countertop quoting software's biggest claim to fame is time savings for you and your sales staff.

After all, you don't want to be spending all of your time on quotes when you could be generating more leads and sales for your business.

So, if getting back time is the biggest benefit of implementing quoting software, knowing just how much time is a critical question in calculating the ROI of a platform when shopping around.

The Best Answer

Ideally, countertop software should allow you to create a quote from start to finish in **less than 10 minutes**.

If you've been doing quotes by hand, you know how much of a game-changer that would be!

The right quoting software can save an incredible amount of time and free you to do other important tasks that build a better, stronger business.

RELATED QUESTIONS

1. How long does it take a new user to become proficient at quoting on your software?
2. What is the average number of quotes per salesman per day of your typical user?
3. If I were to ask one of your users what they like best about your software, what would he/she say? Dislike?



WHAT COULD YOUR LABOR SAVINGS BE?

| | Example | Your Shop |
|---|--------------|-----------|
| Your Shop's Current Quote Time (minutes) | 60 | |
| Quote Time w/ software (minutes) | – 10 | |
| Difference (minutes) | = 50 | |
| Your Shop's Hourly Rate (\$ hr./60 minutes) | x \$.42 | |
| Labor Savings per quote \$ | = \$20.83 | |
| Quotes per month (e.g. 40 quotes/mo.) | x 40 | |
| TOTAL MONTHLY LABOR SAVINGS | \$833 | |

2. How does the software let me draw a countertop?

Why It's Important

Drawing a countertop by hand can be time-consuming and imprecise. That's why you're looking at estimating software, right?

Drawing can differ significantly across software platforms. Some are overly complicated CAD systems that require unnecessary inputs to produce a quote. Others, are too rigid and simplistic to render accurate visuals and prices.

Choose an option that balances design capability, accuracy, and speed. You'll want to ensure that you have a system that is solving YOUR problem. If it is advanced design, look for a CAD system. If it is helping salespeople save time and produce accurate, professional quotes, choose something simpler.

The Best Answer

It allows you to quickly draw a countertop in a user-friendly and accurate way using a mouse or stylus. Quoting software allows users to easily click and drag design options to create a countertop quickly and professionally enough in front of a customer.

The fewer steps, screens, and exceptions to go from start to finish the better.

RELATED QUESTIONS

1. What are the limits of drawing a countertop on this software?
2. How does your drawing tool differ from using CAD?
3. How do I modify a design after I have completed a quote?

3. Can I create a slab layout?

Why It's Important

Customers expect a quote that's attractive, uniform, understandable, and professional. One way to ensure your quotes are showstoppers is to let the customer visualize their countertop slab layout.

This feature also allows you to quickly estimate slab and material usage. *Hooray!*

Countertop software that allows you to use actual photos of slabs in your inventory is a huge benefit as a selling tool when you're doing a layout with a customer. It adds that "Wow!" factor that gives your customers confidence in your ability to create their dream kitchen. It also equips your sales team to explain options that drive price differences like the need for multiple slabs due to veining.

The Best Answer

Yes, you sure can! This double duty feature benefits your shop with time-saving estimation as well as an impressive sales tool for your customers.

RELATED QUESTIONS

1. Can I layout a countertop on actual slab sizes?
2. How do I move designs around on the slabs for seams, ideal vein alignment, and fit?
3. Can I upload photos of remnants and unusual slab sizes? How?



Video

From Good to Great: Using images and slab layout as a sales tool

4. What can I include in my pricing lists?

Why It's Important

Accurate pricing is essential to profitability, competitiveness, and your reputation.

Old, inaccurate, or altered prices can have a negative impact on all three.

Rising material and labor costs, sales training, supplier discounts, inventory specials, changing product demand, or economic conditions are regular issues that impact pricing structures. The ability to keep your prices in one place is critical to ensure that your pricing is accurate, consistent, and reflective of market conditions.

It is a feature you'll want to keep your team on the same page and to give better, faster, and more consistent quotes.

The Best Answer

ALL OF IT!

Key components should include:

- Retail & Wholesale prices
- Supplier Discounts
- Curves, Bumpouts, Arcs, Edges, &
- Backsplashes
- Finishes
- Cutouts and Sinks
- Tear-out, Travel
- Line item discounts, Specials, Overrides, etc.

Onboarding new software is a great time to take a look at your current pricing and get organized.

RELATED QUESTIONS

1. Do you provide pricing for us?
2. Can I control which prices can be modified by my sales team?
3. Can we add discounts?

5. Can I control what information my customers see on their quotes?

Why It's Important

The stone industry is a competitive market!

Fabricators don't want to lose any edge to their local competition. Having a detailed customer quote fall into the hands of a competitor can erode a shop's competitiveness. It's an easy win for a competitor to review another's quote and offer a customer a line item discount to win business and build perceived goodwill.

Having control over which information you share, allows you to offer a detailed transparent quote to your client while limiting the risk that your quote will be exploited by competitors.

The Best Answer

Yes, absolutely. While you are setting up your price lists, you can choose which line items show up in the final quote.

RELATED QUESTIONS

1. Does your software provide pre-made, configurable templates?
2. Can I customize the layout and branding of my quotes?
3. Can I have multiple quote templates?

6. Can I email quotes to my customers?

Why It's Important

In this day and age, everyone wants immediate gratification. Why do you think Amazon's One Click™ is so popular?!

The faster you deliver your customers their quote, the better you demonstrate your service capability and start building a great customer experience. Customers are likely to perceive that your shop is efficient, professional, and going to deliver their dream countertops on time and on budget.

Emailing in your quoting software also allows you to take advantage of a key benefit of digital tool—tracking. You can know when the emailed quote has hit your prospect's inbox and if it has been opened. This puts you in tune with your prospective customer's buying journey. For example, you'll know if they have opened the emailed quote but haven't responded. You now know that it might be time for a quick follow-up call.

Emailing your quotes increases your speed, professionalism, and selling capabilities!

The Best Answer

Yes, definitely! You can send your quote and a message directly from the software using a reply-to email of your choice.

RELATED QUESTIONS

1. Will I be notified when my customer opens the email?
2. Can I choose which email address the quote comes from?
3. What other forms of quote delivery does your software offer (print, text, social media, etc.)?

7. What insights about my shop can I gain from the data in the software?

Why It's Important

In order to constantly improve your business and grow successfully, you need to know your business well. Metrics are a vital part of that process.

By tracking important information in your sales process, like win rates, sales cycle time, and sales productivity, you can test new sales tactics, identify and remove bottlenecks, and enhance your customer's experience in ways that differentiate your shop.

The Best Answer

You can track anything you put into the software through standard reports and custom fields.

First, we have a set of best practice reports that allow you to easily look at key performance measures like SF, material, and payments due. Our users track quotes that have been won/lost or are pending and the salesperson closing the sales. Second, the software offers you the flexibility to track additional items that may be unique and most relevant to your shop through custom fields.

RELATED QUESTIONS

1. Are there both standard and customizable reports available?
2. What are some of the most popular reports your customers use?
3. Can I report on other things like material and SF?

8. | How much does the software cost and is there a contract?

Why It's Important

You do not want to be stuck in a long, inflexible or punitive contract!

The days of long contracts are coming to an end.

Companies realized, and are finally adjusting to, that consumers don't want to be stuck in a years-long contract. Customers want the option to opt-out if they aren't happy with the service or their circumstances change—without a hefty cancellation fee.

Long contracts put all the financial and operating risk on the shop owner. If a software is not adding value, becomes a financial burden, or hinders shop's performance, a shop should not have to continue paying for it.

Before you sign up for countertop quoting software, understand contractual agreements.

The Best Answer

We don't have contracts or cancellation fees. We have a month-to-month subscription and you can cancel any time.

See Moraware's [TERMS OF SERVICE](#) for an example.

RELATED QUESTIONS

1. What if I want to cancel my subscription?
2. How is your monthly fee calculated?
3. How will you let us know of any pricing changes?

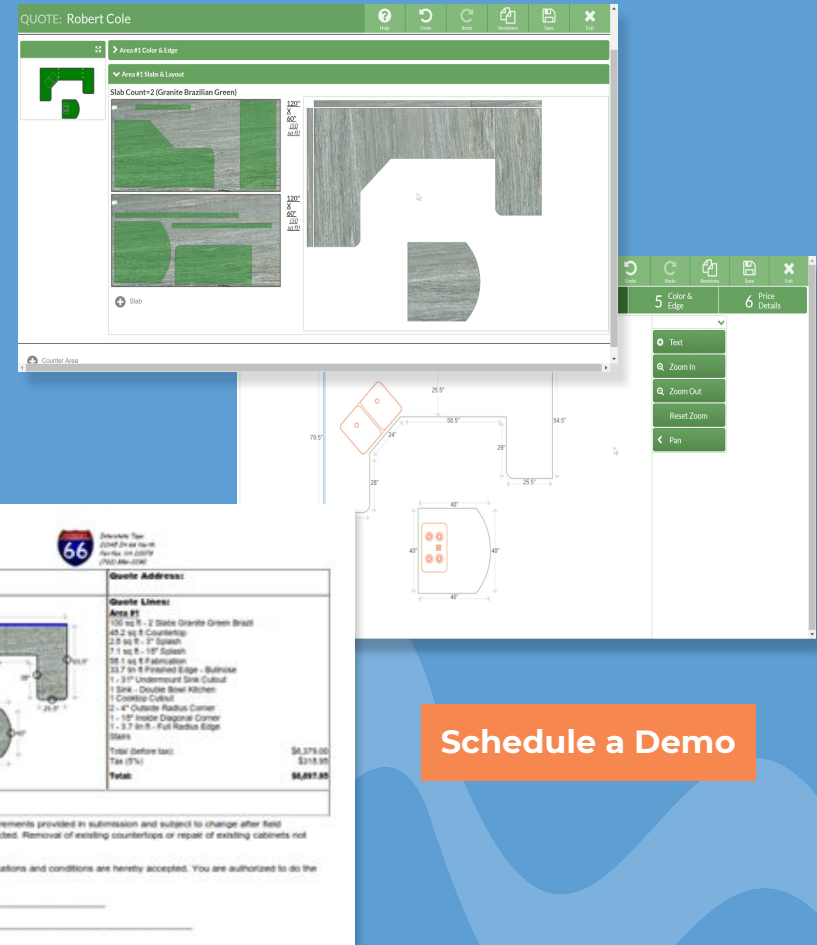
Shameless Ad

We'd love for you to schedule a demo of Moraware's *CounterGo* software to see how we answer these questions and how *CounterGo* can help you sell and design more quickly and professionally.

You can see how we answer these questions on the page entitled, **Moraware's 15 Answers.**

Sorry for the commercial!

On to the next question!



[Schedule a Demo](#)

9. | How do I manage users?

Why It's Important

Managing your users is important in any software application. User management allows you to manage information access, monitor user activity, control software costs, and reduce cyber risk. Organized users leads to organized offices and enhances your shop's performance.

Key areas of user management include:

- functionality access
- view vs. edit permissions
- security levels

For example, after setting up your price lists, you might want to manage who has access to editing them.

Being able to manage your users in the software allows you to control key areas and provides line of sight to your team's activities and performance.

The Best Answer

You can add, remove, or edit your individual users' access to various functionality and security levels by name or role as an admin of your account.

RELATED QUESTIONS

1. Is there a way to limit access to certain users?
2. How do I know that we need to add a user?
3. Is there a discount for multiple users?

10. Which devices can I use the software on?

Why It's Important

Technology is constantly changing. You want your quoting software to be flexible, as well.

You should be able to draw and layout countertops wherever you are and on whatever device you have handy.

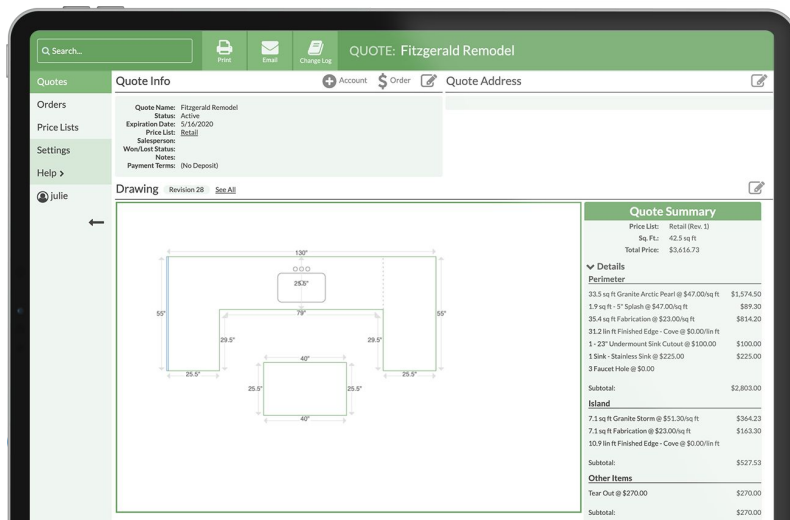
Be sure your quoting software is supported on tablets like Apple iPads™ or Microsoft Surfaces™ as well as laptops. You also want to ask about any software you are required to download, install, and maintain. Plus, if the software is web-based, you want to ensure your choice is supported on your web browser of choice.

The Best Answer

Our software is entirely web-based. There is no need to download, install or constantly update any software. You can use our software from any popular web browser on any device with browser capabilities. You can access the software on your tablet or phone in the field, a station in the shop, or a desktop in the office.

RELATED QUESTIONS

1. Is your solution web-based or an app?
2. What devices do most of your users use?
3. How quickly does your company adapt to new technology?



11. | How long does it take to learn the software?

Why It's Important

Misaligned user expectations can kill any tool. Be realistic about your shop's learning curve.

It takes more than a minute to get proficient on any software you are adopting. Remember your first countertop job? Rome wasn't built in a day... and you won't be quoting in under 10 minutes right away either!

Even if you're a natural born countertop-drawer, there are many moving pieces to quoting software. The purpose of this question is to understand how a software company brings new users up to speed.

With the help of an onboarding guru and the right getting started guides, you'll be able to draw quotes faster and better than you would learning it on your own!

The Best Answer

For a software that promises quick and accurate quoting, you'll want to make sure that it is simple enough to get you estimating professionally within a few weeks.

RELATED QUESTIONS

1. How do you teach new users to use the software? Is there a cost associated with it?
2. Who should be on the onboarding or training calls? Why?
3. Do you offer ongoing training for my new employees or users?

12. What does your support include?

Why It's Important

“Support” can mean different things to software companies. You need to understand how the company is going to help you and your team be successful using one of the most important applications your shop has.

Would you buy a new CNC machine and set it up and run it without being properly trained? Would you want to know that the tool company is going to have your back if the machine stops working and brings shop production to a halt? Of course, you would.

Implementing your new quoting software is going to take time and lots of learning. It's important to ask what kind of support and onboarding services are included in your contract or subscription.

When you are faced with a tricky problem within the software, who is going to help you figure it out? Or better yet, what if you could refine your existing sales process but aren't sure how? Enter a support team who can help you utilize your software to get you better results.

Many companies offer low subscription rates but charge you for support or implementation fee. Identify all your costs and support details (availability, type, channels, etc.) before you decide to invest in any software.

The Best Answer

Our support includes onboarding, on-going training, and issue resolution. The cost is included in your subscription. You can call our 800 number, send us an email, or open up a chat session right from our application. In addition, we have a “Help Library” that includes videos, guides, and webinars.

RELATED QUESTIONS

1. What does onboarding involve?
2. During what hours can I reach support?
3. How do i reach support when i have a question or issue?

13. | How often do you release updates and new features?

Why It's Important

This is an often-overlooked, but absolutely essential, question.

If a vendor has not added to or updated their quoting software in months, or even years, you want to run for the hills! It is a tell-tale sign that the software provider is neither taking the security of your data serious nor demonstrating a commitment to the future success of your business.

You should expect your software of choice to be improving constantly. That means regular updates to security, usability, stability, and functionality.

Both technology and your business are evolving. Your quoting software should be keeping up—or better yet—staying in front of your needs.

The Best Answer

Our development team is constantly making small updates to keep your software running smoothly. Some of these updates are visible enhancements to usability and functionality, while others continue bettering your software's security and stability.

While new feature developments are released less frequently than the daily updates, we are always taking note of their users' requests and working towards new features regularly.

RELATED QUESTIONS

1. Will you notify me when there is a new feature release?
2. How do I send in a feature request?
3. How do you prioritize the feature requests you receive?

14. | How do I know my data is safe and protected?

Why It's Important

Cyber risk is real and threatens your business financially and reputationally. A data breach can expose your shop to financial liability and can hurt your brand in the eyes of your customers.

Your data—and the data of your customers—should stay safe and protected when using quoting software—any software. Be sure to find out what the vendor is doing to actively protect your information. Additionally, learn if the vendor has experienced any breach in the past, how the company dealt with it, and what impact the breach had on its customers.

The Best Answer

We take data security very seriously. Our best practices security protocols include:

- State of the art Encryption
- Multi-factor authentication
- Regular third-party security audits
- Use of multiple top-tier data centers
- Intrusion monitoring
- Regular operating system and web server updates/patches protocols.
- Dedicated operations team who evaluates known security issues daily and strives to prevent unknown issues

RELATED QUESTIONS

1. What are your security protocols?
2. Have you ever had a data breach? If so, when and how did you identify and address it?
3. What is your plan if you are breached in the future?

15. How many years has your oldest client been with you?

Why It's Important

Reputation is an important part of researching what software company will play a part in your shop's success.

It might be tempting to go for a newer company's discounts or promises, but when it really comes down to it, do they have the experience and ability to deliver?

By asking how long customers stay with the software, you'll understand whether or not the software delivers a quality product that keeps their customers happy in the long-run.

The Best Answer

1,000,000 years. Just kidding!

But really, the higher the number of years, the better for signing up with a highly-reputable software company. It's proof in itself that the software has worked well!

Remember there's no magic number here, but you will want to feel comfortable with it. If it's a lower number and you're unsure but still interested, ask for a list of other fabricators using the software as references!

RELATED QUESTIONS

1. How long have you been in business?
2. How many employees do you have on your team?
3. What has changed about your business since you first started?



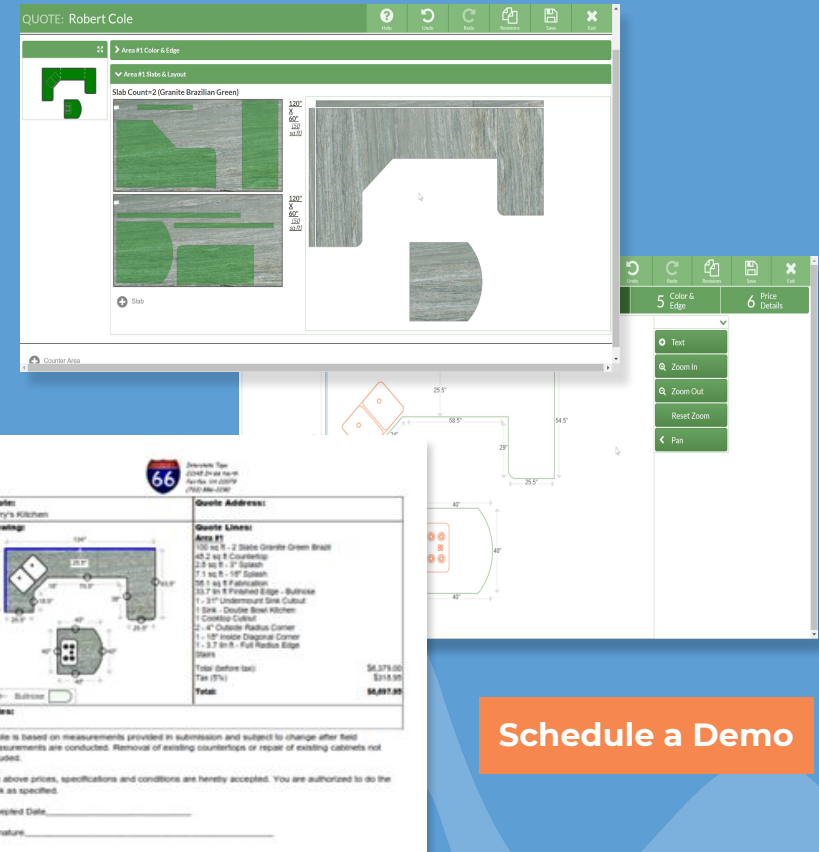
CONCLUSION

Buying software for your shop is a BIG decision.

While the monthly subscription may not be as large as adding a CNC machine, the training and modifications to your routine take time and effort. No one has time to waste. Neither do they want to add more work to a busy day that doesn't pay dividends as a result.

Making the right decision on quoting software for your shop requires the proper due diligence to get a solution that works and grows with you and your team. We hope these questions help you weed out the right platform for your shop.

We'd love for you to schedule a free demo of Moraware's *CounterGo* software to see how we answer these questions and how *CounterGo* can help you sell and design more quickly and professionally.



[Schedule a Demo](#)

15 Questions Countertop Fabricators Should Ask When Buying Quoting Software

How long, on average, does it take to create a quote?

How does the software let me draw a countertop?

Can I create a slab layout?

What can I include in my pricing lists?

Can I control what my customers see on their quotes?

Can I email quotes to my customers?

What insights can I gain from the data in the software?

How much does the software cost and is there a contract?

How do we manage users?

Which devices can I use the software on?

How long does it take to learn the software?

What does your support include?

How often do you release updates and new features?

How do you protect my data?

How many years has your oldest client been with you?

BONUS QUESTIONS

1. Can you please give me names of customers that I can speak to?
2. What support do you provide with implementation?
3. What type of ongoing support do you provide?
4. How do you support the countertop industry?
5. How long has your company been in business?

Moraware's 15 Answers

How long, on average, does it take to create a quote?

On average, CounterGo users can whip up a quote in as little as 3 minutes! Newer users can take a little longer to create their first few quotes, but a little practice goes a long way.

How does the software let me draw a countertop?

Drawing a countertop is as easy as clicking and dragging your mouse (or finger)! CounterGo is optimized for touch screen devices, meaning you can easily quote on the spot.

Can I create a slab layout?

Yes, you definitely can! You can upload images of slabs in your inventory to quickly estimate slab and material usage and share various design options to impress your customers!

What can I include in my pricing lists?

Everything you add to your quotes. Creating your price lists is a great time to go over your current pricing process and what items you'd like to include.

Can I control what my customers see on their quotes?

Definitely! We understand there are details that shops need in their quotes but may not want to share. You can choose which line items to show in your customer-facing quotes when you create your quote templates.

Can I email quotes to my customers?

Yes, you can email your customers their quotes directly from the software. And, you'll even be able to see if and when your customer has viewed your emailed quote!

What insights can I gain from the data in the software?

Because you'll be creating all your quotes in the software, you'll be able to track the metrics that improve your business like which quotes have been sold and by who. Other popular reports include material popularity or how many SF.

How much does the software cost and is there a contract?

Contracts are old news! We offer a monthly subscription, free onboarding and support with absolutely no cancellation fees. Your monthly subscription depends on the number of users.

How do we manage users?

As an Account Administrator, you can add, edit, or modify your users' roles and permissions to various features needed to do their work through your device. You're in control.

Which devices can I use the software on?

CounterGo is web-based so as long as you have an internet browser, you can create a countertop quote! Use it in the office or use it in the field, it's optimized for both.

How long does it take to learn the software?

On average, our new users are proficient in about two weeks. The more committed you are to learning the faster it goes. We highly recommend making your onboarding appointments a priority so that you can get the most out of your software as soon as possible.

What does your support include?

Our support includes onboarding, on-going training, and issue resolution. And the best part? It's free with your CounterGo subscription.

How often do you release updates and new features?

We are constantly updating the software to keep it running smoothly. Big new features are released less often but are always underdevelopment and released when ready. We encourage our customers to send in their feature requests so that we can keep improving!

How do you protect my data?

We're serious about the privacy and security of your data. We use state-of-the-art security technology and best practices. We log all access to accounts and monitor unauthorized access attempts. We only access your dbase to help you fix a problem or software bug.

How many years has your oldest client been with you?

18 beautiful years and counting! Our goal is to create "Old, Happy Customers" who love how we help them build better businesses and stick around a long time!



ABOUT MORAWARE

Moraware is a software company that helps growing countertop fabricators build better businesses.

Growth can be a double-edged sword for fabricators. The volume, pace, and complexity of new orders can strain once reliable systems and lead to bottlenecks and staffing issues that threaten a shop's ability to realize the financial and personal rewards that growth should bring. Our software systemizes shop processes into steps that are repeatable, scalable, and improving over time so fabricators can:

- Sell & Design Professionally
- Streamline and Organize Jobs
- Get to the Next Level

Get to know us at moraware.com.

