

How to price chauffeur services so every quote follows the same rules.

Use a familiar job. Mark what you have checked, note the gaps and agree the next step with your team.

1. Choose the pricing basis for each kind of job.

- ☐ List each service you sell and its pricing basis.
- ☐ Price hourly work by time, not by the first journey.
- ☐ Show customers the basis in the quote.

2. Build a rate card for each vehicle class.

- ☐ Set one rate card per vehicle class.
- ☐ Include a minimum charge and a waiting rate on each card.
- ☐ Record the reason for any vehicle-level override.

3. Price airport work and extras separately.

- ☐ Decide whether airport fees show as a line or sit in the price.
- ☐ Keep a fixed price list for common extras.
- ☐ Apply the same airport method to every quote.

4. Set rules for waiting time and extra stops.

- ☐ Write down the included waiting time and the rate after it.
- ☐ State when an extra stop triggers a re-quote.
- ☐ Put both rules in the customer's terms.

5. Use minimums, out-of-hours rates and deposits.

- ☐ Set a minimum charge for each vehicle class.
- ☐ Define your out-of-hours and holiday approach.
- ☐ Choose when you ask for a deposit and when you invoice.

6. Keep prices consistent across the team.

- ☐ Name one owner for the rate card.
- ☐ Record the reason whenever a price is overridden.
- ☐ Review won and lost quotes against margin each quarter.

Our next step / owner / date

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