

Pushback on ASAP: The Realistic Deadline

The client says ASAP instead of giving a date

PRACTICE THESE LINES

Read each sentence aloud, in order. When you reach the end, read the whole email once more, start to finish.

I understand you would like us to revise the budget estimate as soon as possible.

To help me give you a date I am confident we can meet, I need to make sure I have complete details.

Three quick questions:

1. When do you need the estimate to make your decision?
2. Do you need a ballpark figure or a detailed estimate?
3. Are there any specific formatting requirements?

If this is for an early budget conversation, a ballpark figure is usually enough.

If you are able to get back to me with this information by end of day tomorrow, I will be able to get a solid date to you by Friday.

MAKE IT YOURS

Now say it about your own project. Fill each blank with your details.

I understand you would like us to what they asked for as soon as possible. To help me give you a date I am confident we can meet, I need to make sure I have complete details. Number quick questions:

1. Question 1
 2. Question 2
 3. Question 3
-

the simpler version that would be enough, if there is one

If you are able to get back to me with this information by reply date, I will be able to get a solid date to you by your date.



Read the full script. Scan the code, or go to <https://clientreadypm.com/t/6>

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KEY PHRASES**“I understand you would like us to”**

Repeats the request back, so the client knows you listened.

“a date I am confident we can meet”

Promises a date you can keep, not just a fast one.

“Three quick questions”

Makes your questions feel small and easy to answer.

“ballpark figure”

An idiom: a rough number, close enough to plan with but not exact.

“If you are able to get back to me with this information by”

Asks politely for what you need, with a date.



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