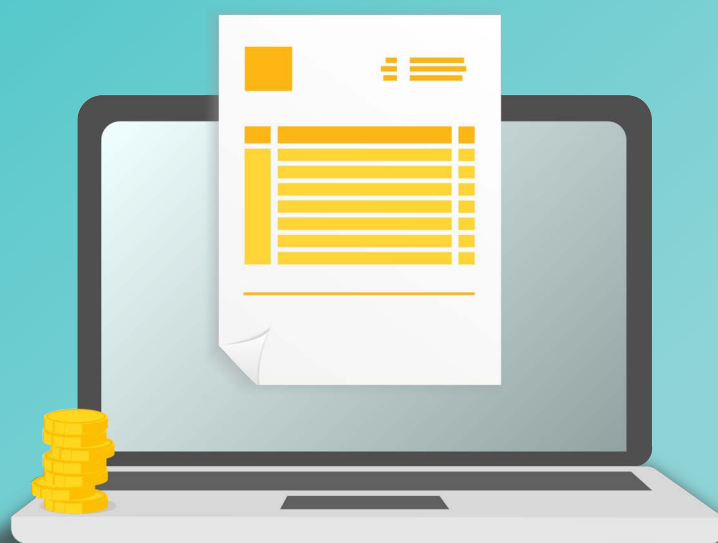


How To Send An Invoice That Customers Will Pay



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4 Things to Keep in Mind



There will always be customers who try to wiggle out of a bill, but that doesn't mean you should make it easy for them.

So how do you write a plumbing invoice that customers will feel compelled to pay? Well, there's actually a lot more to it than just listing a price. Remember that:



Timely invoices can guarantee paying customers.

A good invoice should make sense to anyone, not just an engineer.



If the customer knows what they're paying for and why, they're more likely to do it.

Don't miss out on this branding opportunity: let customers know there's more you can offer.



The Best Invoicing Workflows



A payment workflow indicates the process you should follow with every customer.

You won't need to follow all of these steps through every time, of course, but having a workflow in place will help you manage the process when/if certain needs arise.

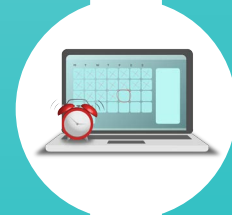
An ideal workflow may look something like this:

Estimate > Contract > First Payment > Second Payment > Third Payment > Invoice > Reminder > Demand Letter (if there's a non-payment) > Arrange a Call with the Customer > Set a point (if necessary) where you send the account to a Debt Collection Agency.

Your workflow will also be helped by having the following things in place:

- An estimate template
- A contract template
- An invoice template
- A reminder template - which is best sent before the payment is due. (Clarity is essential here: make it clear when payment is due, but you can be friendly too).

With these in place, the process can flow smoothly with little need for manual data entry.



An Invoice you Can't Refuse

Branding opportunity:
add your logo

Your phone number should be easy to find
for customers who might have questions

Personalised
customer
name and
address

Tel: [phone number]

Job number so
that customers
can quote
it back to
you if they have
questions

Description of
the issue,
according
to the customer

Detailed
description of
work done and
parts used so
the customer
knows what
they're paying for

Individual cost
without VAT and
with VAT

It's proper
form that you
add your
address

Just in case the customer
doesn't like to call but they
still have questions, include
a contact email

Your company information
to show that your business
is legitimate

Certifications
are not
mandatory to
display but it's a
good idea so
that customers
know your
engineers are
accredited

LOGO

[Customer name]
[Address]

INVOICE

Invoice date	20/04/2020
Invoice no.	5000
Payment terms	20/04/2020
Payment due on	04/05/2020

Invoice description

Job no: 1020 Work completed on: 27/04/2020
Air conditioning not working properly in bedroom

Description	Unit price	Qty.	Total
Investigated the report.	£125.00	1.00	£125.00
Completed inspection and replaced fan.	£195.00	1.00	£195.00
Visual inspection of the rest of the system.	£35.00	1.00	£35.00
Exc. VAT			£355.00
VAT (20%)			£71.00
Total			£426.00

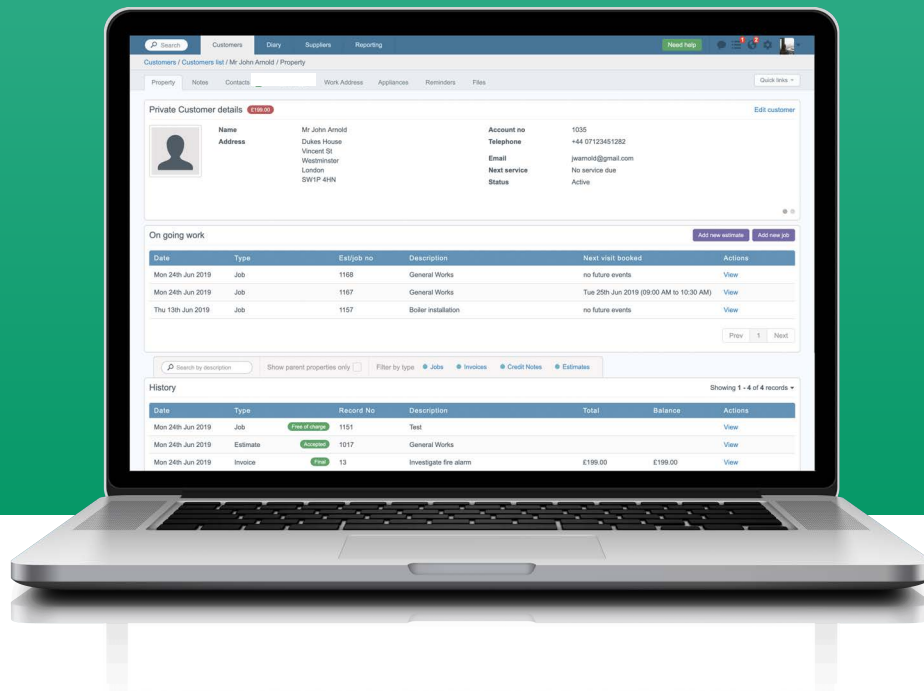
[Company Name]
[Address]

[Company email]
Company reg: 123456 VAT no: 98 123 45

Certification

Certification

Certification



Keen to see more?

Many debts and non paying customers come from the fact that plumbing companies don't establish the correct processes to prevent these issues, or are simply overwhelmed by the sheer volume of work that they have to do.

If you want to get started implementing these tips, check out Commusoft's invoicing feature and book a free demo to see it for yourself.

[Learn more!](#)



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