

## Unrealistic Deadlines

**Are you sure you willing to wait?**

**Your e-mail says (XXX) delivery; that is not enough time to produce what you want to order.**

Please allow me to explain myself:

I am at peak season now and cannot deliver this amount of custom stone by that deadline. I know this frustrates you, but the tooling department has a lot depending on their performance, the cost is too high for me to intervene. I can build anything for you, but the lead time is something I cannot afford to bend at this time, the cost is simply too high.

I am sorry, but when we first spoke we were going to use some stock components and build it without having to start from scratch. I am willing to look into it more and make a couple of suggestions that might help get the existing unit to be incorporated.

You might consider:

**Design latitude would allow us to put what we can in the time we have, do you want to pursue this? It will be a compromise but it might still increase value several fold.**

They are reviewing some dimensions to see if we could field modify the parts to meet the basic design intent. I can check on this for you but these people are pretty sharp most of the time and if they say there are issues they are often correct in their assess of best method. This is after all cast in stone there is little room for error.

If there is something I can fabricate that is already tooled, I can help you in producing the parts you need. Our catalog parts are designed for quick turnaround, and we have an unmatched selection of stock parts and units available. Just look at our 500 page catalog, everything in there requires no additional design time.

Other stone producers may promise delivery by your deadline, but many will not "deliver" on their promises. Great designs and custom art take time to produce, and shortcuts are often not shorter. We will get the product to you when we say. We won't make false promises.