

A quote you had provided for a potential customer is now too low because the cost of raw materials has increased drastically and rapidly, beyond market expectations. You must increase the quoted cost to the customer:

*Despite global steel shortages, we are fortunate to be able to fulfill your order for ten new robotic arms. As a result of the pandemic, supply chains have been interrupted and the cost of steel has increased an unprecedented 267% over the last three weeks. Unfortunately, while Merritron is absorbing a good portion of this increase, we have no choice but to add a surcharge to outstanding orders. Please add 15% on to the total estimated cost provided to you on May 1, 2020.*

*I realize this is unexpected—and most likely unwelcome—news and I apologize for our inability to honor our initial quote. Please know that we appreciate the opportunity to earn your business.*

*While we are unable to honor the initial quote, we count ourselves lucky to be amongst a select few factories still able to source steel, computer chips, and all other necessary materials to outfit your facility in Merritron robotic arms. If you approve the additional surcharge, we will begin construction on your new units immediately.*

*Thanks for your understanding as we work together through these unprecedented times,*

*Amanda Turner*

*Sales Manager / Merritron Robotics*