



Quotation Checklist – Security Guard Agency

Cover & Personalization

- ☐ Client Name & Site Name on Page 1
- ☐ Date of Quotation
- ☐ Clean Company Logo & Title (e.g., "Security Proposal for XYZ Ltd.")

About Us

- ☐ Owner's professional photo
- ☐ Short story or intro: "Why I started this agency"
- ☐ Team or office photo (if available)
- ☐ Mention experience, registration, compliance certifications

Our Services (With Real Photo)

- ☐ Real image of guards on duty
- ☐ Brief list of services (Unarmed/Armed guards, Supervisors, Patrolling)
- ☐ Mention technology (App attendance, GPS, etc.)

Client Feedback / Testimonials

- ☐ Screenshot/photo of Google review or WhatsApp chat
- ☐ Add company name if possible
- ☐ Positive quote highlighted

Appreciation Letters

- ☐ Scan/photo of letterhead appreciation
- ☐ At least 1 letter from an existing client
- ☐ Name, date, and signature clearly visible

Guard 360° View

- ☐ Guard uniform photo (front & side view)
- ☐ Sample biodata with verification tick
- ☐ Mention background check process

USPs (Focus on atleast 1)

- ☐ 100% Statutory Compliance
- ☐ Monthly rounder visit with report
- ☐ Verified guards with biodata submission
- ☐ Monthly training & behavior sessions
- ☐ Real-time attendance with photo + location
- ☐ Night patrolling via QR scan & GPS
- ☐ Online client portal access

- ☐ 24-hour guard replacement policy

Client List

- ☐ Clients listed by category (start with same type as prospect)
- ☐ Use logos or names with short description
- ☐ Add line: "Trusted by 25+ companies like yours"

Rate Proposal

- ☐ Clear table with: Number of guards, Duty hours/shifts, Monthly rate per guard, GST, Total monthly amount
- ☐ Optional: Breakup (Basic, PF, ESIC, Admin)

Terms & Conditions

- ☐ Payment terms & due date
- ☐ Invoicing cycle
- ☐ Guard replacement timeline
- ☐ Statutory compliance responsibility
- ☐ Attendance & reporting system
- ☐ Notice period for service discontinuation
- ☐ Escalation or support contact

Call to Action

- ☐ Line inviting for a meeting: "We'd love to walk you through this security plan in a short call."
- ☐ WhatsApp number for quick replies
- ☐ Optional: QR code for calendar booking