# **Rush Fee Training Guide**

**What is a Rush Fee?**

A Rush Fee applies when a customer needs their order completed faster than our standard turnaround time. This fee ensures that we can prioritize the order while maintaining efficiency and quality.

**Rush Fee Amount:**

* **25% of the order total OR $50—whichever is higher.**

**Why Do We Charge a Rush Fee?**

* Prioritizing a rush order requires adjusting our production schedule.
* It compensates for the additional coordination and workload adjustments.
* It helps maintain high-quality service under tight deadlines.

**Customer Communication:**

When explaining the Rush Fee, make it clear that it reflects the effort required to accommodate their urgent request.

**Waiving the Fee:**

In some cases, the Rush Fee may be waived based on the nature of the project or the customer relationship. If a customer requests a waiver, make a verbal request to the Customer Relations Manager for approval. If the Customer Relations Manager is out of the office or unavailable, the verbal request may also be passed along to the Operations Director for approval.

**Customer Script:**

*Hi [Customer Name],*

*We appreciate your business and want to ensure your project gets the attention it deserves! Rush fees are* ***25% of the order total or $50, whichever is greater****— Our production schedule is currently booked out, this allows your order to move to the front of the line.*

*Do we have your approval to proceed?*

*Best,
[Your Name]*