COWBOYS ARE CHEAP. FIXING LATER ISN'T.

The cheapest route can become the most expensive one.

A low price can feel like a win before the work starts. But if delivery creates rework, delay or disruption, the saving disappears quickly. The real comparison is not what it costs to buy. It is what it costs to get it right.

01. THE QUOTE

Lowest price is not lowest cost

A cheaper quote can look compelling when the comparison is reduced to rates, days or headline price. But the true cost of delivery only becomes clear once the work starts.

Poor planning, weak technical decisions, missed dependencies and shortcuts have a habit of appearing later, when they are much more expensive to correct.

The price on the proposal is only the start of the calculation.

02. THE HIDDEN BILL

Bad delivery is paid for somewhere

Rework. Delay. Additional management. Operational disruption. Supplier disputes. Lost confidence. Teams pulled away from their day jobs to fix something that should already work.

None of those costs necessarily appear in the original quote.

But somebody pays for them.

Saving £10k at the start is not clever if it creates £20k of recovery later.

03. THE DIFFERENCE

Experience costs. So does rework

Good delivery is not expensive because somebody has a higher day rate.

You are paying for judgement, preparation, the ability to spot problems early and the experience to know which details matter before they become expensive.

That means fewer surprises, better decisions and somebody capable of dealing with problems properly when they do.

You should not be funding somebody else's learning curve with your programme.

04. THE DECISION

Buy the outcome, not the number

Price matters. It should.

But it needs to sit alongside capability, experience, ownership and the confidence that the people doing the work can actually deliver what has been promised.

The cheapest option may genuinely be the right one.

Just make sure it is cheap because it is efficient, not because the difficult bits have been ignored.

Good delivery costs money. Bad delivery costs twice.

The quote tells you the price.

The outcome tells you the real cost.

Bruce Eggleston
Founder & Director

tecch
project & technology partner