

SHOP MANAGER TUTORIAL

Shop Manager

From price to proposal to work order

Best for: Laser shops quoting real customer jobs

Price a job from your own rates, send the client a proposal, and track the build on one board. Demo shop, fictional clients.

reticle-red.com/shop-manager

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

RETICLE
RED

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

reticle-red.com/shop-manager

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L

100 CR

SECTION HELP

SHOP CONFIG

Manage standard materials and base pricing.

+ ADD MATERIAL

JUMPSTART YOUR SHOP

Load a starter pack of 8 common materials and 7 shop operations, then fine-tune the pricing to your costs.

LOAD STARTER LIBRARY

MATERIAL LIBRARY IS EMPTY

Add your raw materials to dynamically quote projects.

+ ADD MATERIAL

STEP 1 OF 12

Load the starter library

Shop Settings holds your materials and shop rates. One click loads 8 common materials and 7 operations.

Edit any price later to match your real costs.

CLOSE-UP

LOAD STARTER LIBRARY

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

The screenshot displays the Reticle Red Shop Manager interface. At the top, the URL is `reticle-red.com/shop-manager`. The header includes the Reticle Red logo, navigation links (Create, Prep, Make, Learn), a search icon, a 'MY WORK' button, and a user profile icon labeled 'CANYON LINE L...' with '100 CR' below it. A sidebar on the left contains a 'SHOP MANAGER' section with a brief description and a list of menu items: Overview, Work Orders, Proposals, The Armory, Quick Price, Bulk Personalizer, and Client CRM. The main content area is divided into two panels. The top panel, titled 'CO2 RASTER ENGRAVING', shows pricing: Internal Rate at \$75.00 / hr, Markup at 50%, and Retail Rate at \$112.50 / hr. The bottom panel, titled 'SHOP IDENTITY', includes a sub-header 'APPEARS ON CLIENT PROPOSALS' and a description 'Define your brand for professional client proposals.' It features three input fields: 'PUBLIC BUSINESS NAME' (containing 'e.g. Acme Laser Works'), 'LOGO (UPLOAD A FILE OR PASTE A LINK)' (containing 'https://...'), and 'SHOP ADDRESS (PHYSICAL OR BILLING)' (containing '123 Main St...'). A 'GLOBAL TERMS & CONDITIONS' section contains the text 'Payment due upon receipt. 50% deposit required for custom builds.' A red box highlights the 'PUBLIC BUSINESS NAME' field, and a red-bordered inset on the right provides a close-up of this field.

reticle-red.com/shop-manager

RETICLE RED

Create Prep Make Learn

MY WORK

CANYON LINE L... 100 CR

SHOP MANAGER
Client intake, quotes, proofs and repeat jobs in one place

Overview Work Orders Proposals The Armory Quick Price Bulk Personalizer Client CRM

CO2 RASTER ENGRAVING

Internal Rate: \$75.00 / hr
Markup: 50%
Retail Rate: \$112.50 / hr

SHOP IDENTITY APPEARS ON CLIENT PROPOSALS
Define your brand for professional client proposals.

PUBLIC BUSINESS NAME
e.g. Acme Laser Works

LOGO (UPLOAD A FILE OR PASTE A LINK)
https://...

GLOBAL TERMS & CONDITIONS
Payment due upon receipt. 50% deposit required for custom builds.

SHOP ADDRESS (PHYSICAL OR BILLING)
123 Main St...

STEP 2 OF 12

Name your shop

Your business name, logo and terms print on every proposal and PDF.

CLOSE-UP

PUBLIC BUSINESS NAME

e.g. Acme Laser Works

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

LOGO (UPLOAD A FILE OR PASTE A LINK)

https://...

UPLOAD LOGO

PNG, JPG, WEBP, or SVG - under 8MB

SHOP ADDRESS (PHYSICAL OR BILLING)

123 Main St...

SHOP MARKUP (%)

LABOR RATE (\$/HR)

50

65

PROPOSAL VALID FOR (DAYS)

30

Default deadline shown to clients on every proposal. Set 0 for no expiry. Each proposal can override this.

All changes saved

SAVE SHOP IDENTITY

STEP 3 OF 12

Add a client

Client CRM keeps everyone you quote. Every proposal and work order links back to a client.

CLOSE-UP

Client CRM

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

reticle-red.com/shop-manager

RETICLE
RED

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

Manage shop contacts and customers.

+ ADD CLIENT

Q Search name, company, email, phone, location, or notes

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

COLE BARRETT

Barrett Ranch Supply

cole@barrettranch.example.test

(307) 555-0129

ANA ORTIZ

Ortiz Knife Works

ana@ortizknives.example.test

(505) 555-0163

77 Canyon Rd
Santa Fe, NM 87501

Knife scales and bolsters, small runs.

TOM HALE

3rd Battalion Booster Club

boosters@3rdbn.example.test

(910) 555-0117

40 Parade Rd
Fayetteville, NC 28301

Challenge coins every spring. Needs proofs by the...

MARISSA KLINE

Lone Pine Outfitters

Last quoted 2 days ago

orders@lonepine.example.test

(406) 555-0188

9 Front St
Bozeman, MT 59715

Tumblers and flasks for the retail counter. Net 30.

DALTON REYES

Reyes Custom Grips

Last quoted 8 days ago

dalton@reyesgrips.example.test

(512) 555-0142

118 Mill St
Austin, TX 78704

Prefers deep relief scroll. Ships in 1911 grip sets.

CONTACT SAVED

Cole Barrett added to your CRM.

STEP 4 OF 12

Price the job

Quick Price runs your library rates: pick the material, enter the size, add the machine time.

CLOSE-UP

Quick Price

reticle-red.com/shop-manager

RETICLE
RED

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

QUICK QUOTER

RAPID JOB ESTIMATION & PRICING CALCULATOR

BAY 1 MOPA

MOPA 60W

Shop labor \$65/hr

QUOTING CONTEXT

1. SELECT MATERIAL

1/4" Baltic Birch Plywood (sq in)

2. DIMENSIONS

WIDTH (IN)

12

HEIGHT (IN)

8

3. SELECT OPERATIONS

ADD OPERATION

Design / Setup

0.5

CO2 Raster Engraving

0.4

RUN PRICING ENGINE

AWAITING SIMULATION PARAMETERS

STEP 5 OF 12

Run the pricing engine

You get a retail price with the material markup and every operation broken out.

Times are in hours.

CLOSE-UP

RUN PRICING ENGINE

RETICLE RED

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

reticle-red.com/shop-manager

CreatePrepMakeLearn

MY WORK

CANYON LINE L100 CR

QUICK QUOTER

RAPID JOB ESTIMATION & PRICING CALCULATOR

BAY 1 MOPA · MOPA 60W · Shop labor \$65/hr

QUOTING CONTEXT

1. SELECT MATERIAL

1/4" Baltic Birch Plywood (sq in)

2. DIMENSIONS

WIDTH (IN)

12

HEIGHT (IN)

8

3. SELECT OPERATIONS

ADD OPERATION

Design / Setup

0.5

C02 Raster Engraving

0.4

RUN PRICING ENGINE

ESTIMATED RETAIL PRICE

\$106.92

Material Retail (50% markup)

\$5.04

Design / Setup (0.5 hr)

\$56.88

C02 Raster Engraving (0.4 hr)

\$45.00

OPERATIONS TOTAL

\$101.88

Wholesale Mat. Cost

\$3.36

CONVERT TO FORMAL QUOTE

STEP 6 OF 12

Turn it into a proposal

Convert to Formal Quote carries every line into the proposal builder.

CLOSE-UP

CONVERT TO FORMAL QUOTE →

CONVERT TO FORMAL QUOTE →

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

MATERIAL				
1/4" Baltic Birch Plywood (12" x 8")	1	3.36	50	\$5.84
LABOR				
Design / Setup (hr)	0.5	65	75	\$56.88
LABOR				
CO2 Raster Engraving (hr)	0.4	75	50	\$45.00

ADD FROM MATERIAL LIBRARY

ADD FROM OPERATIONS LIBRARY

Subtotal:

\$106.92

Global Markup %:

0

+\$0.00

Subtotal with Markup:

\$106.92

Tax Rate (%):

7

Tax Amount:

\$7.48

Valid For (Days):

30

GRAND TOTAL:

\$114.40

FINALIZE PROPOSAL

STEP 7 OF 12

Finalize the proposal

Check the lines and markup, then FINALIZE PROPOSAL. It saves as a draft until you send it.

CLOSE-UP

FINALIZE PROPOSAL

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

SECTION HELP

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

PROPOSALS

Create statements of work and cost breakdowns.

+ BUILD QUOTE

ALL 3

DRAFT 1

SENT 1

CHANGES REQUESTED 0

DECLINED 0

ACCEPTED 1

RANCH SIGN - 12 X 8 BALTIC BIRCH

Client: Cole Barrett

10/15/2026

\$114.40

1911 GRIP SET - DEEP RELIEF SCROLL

Client: Dalton Reyes

10/7/2026

\$282.21

LOGO TUMBLERS X24

Client: Marissa Kline

10/13/2026

Sent 2d ago

Viewed 1d ago

\$550.78

QUOTE GENERATED

The proposal and client portal link are ready.

STEP 8 OF 12

Open the proposal

This is the page your client sees: your shop name, every line, the total and the terms.

CLOSE-UP

RANCH SIGN - 12 X 8 BALTIC BIRCH

Client: Cole Barrett

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

← BACK

✎ EDIT

📄 EXPORT PDF

🔗 COPY LINK

✉ EMAIL CLIENT

⚠ This client proposal is missing logo, contact email or phone. Add it in Shop Settings before dispatch for a branded, contactable proposal.

PROPOSAL

CLL

RANCH SIGN - 12 X 8 BALTIC BIRCH

CANYON LINE LASER

Generated: 10/15/2026

PREPARED FOR

Cole Barrett

Barrett Ranch Supply

cole@barrettranch.example.test (307) 555-0129

DESCRIPTION	QTY	RATE	AMOUNT
1/4" Baltic Birch Plywood (12" x 8")	1	\$5.04	\$5.04
MATERIAL			

Send it to the client

Export PDF for your records or to attach. Copy Link gives the client their own portal page to view and sign; text or email it however you like.

CLOSE-UP

📄 EXPORT PDF

🔗 COPY LINK

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

SECTION HELP

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

PROPOSALS

Create statements of work and cost breakdowns.

ALL 3

DRAFT 0

SENT 2

CHANGES REQUESTED 0

DECLINED 0

ACCEPTED 1

RANCH SIGN - 12 X 8 BALTIC BIRCH

Client: Cole Barrett

10/15/2026 Sent just now

\$114.40

SENT

1911 GRIP SET - DEEP RELIEF SCROLL

Client: Dalton Reyes

10/7/2026

\$282.21

ACCEPTED

LOGO TUMBLERS X24

Client: Marissa Kline

10/13/2026 Sent 2d ago Viewed 1d ago

\$550.78

SENT

+ BUILD QUOTE

STEP 10 OF 12

Watch it get viewed and signed

Each proposal shows Sent, Viewed and Accepted. The client signs online in their portal; a signed proposal locks so the price cannot change.

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

**RETICLE
RED**

Create

Prep

Make

Learn

Q

MY WORK

CANYON LINE L...

100 CR

SECTION HELP

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

PROPOSALS

Create statements of work and cost breakdowns.

ALL 3

DRAFT 0

SENT 2

CHANGES REQUESTED 0

DECLINED 0

ACCEPTED 1

RANCH SIGN - 12 X 8 BALTIC BIRCH

Client: Cole Barrett

10/15/2026 Sent just now

\$114.40

SENT

LOGO TUMBLERS X24

Client: Marissa Kline

10/13/2026 Sent 2d ago Viewed 1d ago

\$550.78

SENT

1911 GRIP SET - DEEP RELIEF SCROLL

Client: Dalton Reyes

10/7/2026

\$282.21

ACCEPTED

+ BUILD QUOTE

STEP 11 OF 12

Open a work order

Work Orders is your shop board: Planning, Designing, In Production, Completed.

CLOSE-UP

Work Orders

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

COMMAND CENTER

SHOP MANAGER

Client intake, quotes, proofs and repeat jobs in one place

Overview

Work Orders

Proposals

The Armory

Quick Price

Bulk Personalizer

Client CRM

reticle-red.com/shop-manager

Create

Prep

Make

Learn

MY WORK

100 CR

SECTION HELP

+ NEW PROJECT

WORK ORDERS

Manage shop pipeline and active builds.

PLANNING / LEAD

DESIGNING

IN PRODUCTION

COMPLETED

LONE PINE TUMBLERS (24)

MARISSA KLINE

DUE NOV 5

Get vector logo

+ Add task

BARRETT RANCH SIGN

COLE BARRETT

DUE NOV 6

+ Add task

REYES 1911 GRIP SET - SCROLL

DALTON REYES

DUE OCT 29

Fabricator-art

Client sign-off

+ Add task

BOOSTER CLUB CHALLENGE COINS (50)

TOM HALE

DUE OCT 24

Proof-approved

Engrave side A

Engrave side B

Color fill + seal

+ Add task

EMPTY STAGE

STEP 12 OF 12

Add tasks, drag it along

Add the steps you need, tick them off, and drag the card to the next stage as the job moves.

CLOSE-UP

+ Add task

RETICLE RED · SHOP MANAGER TUTORIAL

Shop Manager — From price to proposal to work order

The screenshot displays the Reticle Red Shop Manager web application. The browser address bar shows `reticle-red.com/shop-manager`. The top navigation bar includes the Reticle Red logo, a search icon, and tabs for 'Create', 'Prep', 'Make', and 'Learn'. On the right, there's a 'MY WORK' tab, a notification bell, and a user profile icon for 'CANYON LINE L...' with a balance of '100 CR'. A 'SECTION HELP' link is also present.

The main content area is titled 'WORK ORDERS' with the subtitle 'Manage shop pipeline and active builds.' A '+ NEW PROJECT' button is located in the top right of this section. On the left, a sidebar contains a 'SHOP MANAGER' section with a brief description and a 'COMMAND CENTER' section with icons for 'Overview' and 'Work Orders' (which is highlighted in red). Below these are links for 'Proposals', 'The Armory', 'Quick Price', 'Bulk Personalizer', and 'Client CRM'.

The work orders are organized into a Kanban board with three visible columns:

- TUMBLERS (24)** by MARISSA KLINE, due NOV 5. Task: ☐ Get vector logo. + Add task.
- 1911 GRIP SET - SCROLL** by DALTON REYES, due OCT 29. Tasks: ☒ Fabricator art, ☐ Client sign-off. + Add task.
- CLUB CHALLENGE COINS (50)** by TOM HALE, due OCT 24. Tasks: ☒ Proof-approved, ☒ Engrave side A, ☐ Engrave side B, ☐ Color fill + seal. + Add task.

A fourth card, **BARRETT RANCH SIGN** by COLE BARRETT, due NOV 6, is being dragged from the second column to the third. Its tasks are ☒ Approve proof and ☐ Engrave + cut. A mouse cursor is shown over the card, and a green status indicator shows '\$ 48'.

STEP 12 OF 12

Add tasks, drag it along

Add the steps you need, tick them off, and drag the card to the next stage as the job moves.