

Sales proposal

The template sales proposal can be used to help you structure your sales pitch to potential clients. It includes a cover letter, company presentation, solutions proposal, quote and template client testimonial. Modify it as necessary to reflect your company's circumstances, industry and solutions or products.

[Date]

[Client's name]

[Client's company]

[Client's address]

Dear [Client's name],

Thank you for accepting this proposal from [your company] to provide [your product/service] to [client's company].

We understand you need [describe the outcome the client's company is looking to achieve]. As you'll see in the attached material, we have the [experience/process/tools/team] to help you achieve your goals and [solve a specific problem].

Specifically, we bring [describe your unique value proposition and the element of your solution that makes you the best choice]. These capabilities will allow us to provide you with [describe the benefits/results the client's company will receive].

Please do not hesitate to contact me at [phone number and/or email address] if you have any questions about our company or services.

Sincerely,

[Your signature]

[Your name]

[Your title]

[Additional contact information]

Sales proposal template

For [client company]

[Name of the project]

[date]

Prepared by:

[your name, title, company]

[Your address]

[your phone number]

[your email]

1. Executive summary

Explain what problem you want to help your client solve. Provide a precise summary of your solution and the key deliverables included in your proposal. Also include:




- project timelines
- pricing
- other relevant information for decision-makers

2. Company description

Describe your company in two to three sentences.

3. Team members

Introduce the members of your team who will be supporting your client.

<p>[Insert employee picture]</p> 	<p>[Name]</p> <ul style="list-style-type: none">• Relevant career highlight 1• Relevant career highlight 2• Relevant career highlight 3
<p>[Insert employee picture]</p> 	<p>[Name]</p> <ul style="list-style-type: none">• Relevant career highlight 1• Relevant career highlight 2• Relevant career highlight 3
<p>[Insert employee picture]</p> 	<p>[Name]</p> <ul style="list-style-type: none">• Relevant career highlight 1• Relevant career highlight 2• Relevant career highlight 3

4. Client pain points

Describe in detail the clients goals and objectives and the challenges they are facing.

5. Our solution

How will your solution solve their challenge? Explain the scope of the proposed project.

Explain the deliverable and the execution of the project.

Deliverables

- Element 1
- Element 2
- Element 3

6. Timeline

Propose a step-by-step action plan to explain how and when your solution or product will be delivered to the client.

Step 1 [details of the deliverable]	Delivery date
Step 2 [details of the deliverable]	Delivery date
Step 3 [details of the deliverable]	Delivery date
Step 4 [details of the deliverable]	Delivery date

7. Key outcome measures

The success of this proposal rests on the following [x] measures that will be tracked as follows:

1. Metric [explain the metric]
2. Metric [explain the metric]
3. Metric [explain the metric]
4. Metric [explain the metric]

Quote	
<u>Element 1</u>	
First task in element 1	[\$000.00]
Second task in element 1	[\$000.00]
Third task in element 1	[\$000.00]
<u>Element 2</u>	
First task in element 2	[\$000.00]
Second task in element 2	[\$000.00]
Third task in element 2	[\$000.00]
<u>Element 3</u>	
First task in element 3	[\$000.00]
Second task in element 3	[\$000.00]
Third task in element 3	[\$000.00]
Subtotal	[\$000.00]
Sales tax¹	[\$000.00]
Total	[\$000.00]

Terms

Financial and legal conditions to the proposal

Warranty

Your warranty policy

Confidentiality


Assurances of your commitment to keeping client information confidential

Contact information

Provide the contact information of the account manager as well as of a colleague in case he or she can't be reached.

Annex 1: Client testimonial

Name of the client
Name of the company (for B2B businesses)

<p>Company profile (for B2B businesses) Describe the client's business. You can often take language from their website or documentation.</p>	<p>Insert client picture</p> 
<p>Problem Describe the problem your client was trying to resolve.</p>	
<p>Solution Explain how you helped the client.</p>	<p>“Insert a quote in which the client explains what results the client was able to obtain after doing business with your company.”</p>
<p>Results Give concrete examples of the results you achieved. Results backed by numbers are the most impactful (i.e., profits increased by 5% year over year).</p>	

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You are permitted to use this template solely for your company's business activities.

You may not mention BDC's name in a sales proposal to your clients and you are responsible for the content included in the sales proposal.

We cannot guarantee that the use of this template will increase your sales and we will not be held liable for any damages arising from its use.

If you do not agree with the foregoing, do not use the template.