

Initial Sales Proposal

1. Opportunity Overview

Client: [Client Company Name]

Opportunity Name: [Project/Opportunity Name]

Date: [Date]

Brief summary of the opportunity and client’s needs. Example: This proposal addresses the requirements for [client's key need] by providing [solution].

2. Company Introduction

Concise statement introducing your company.

- Key strengths and competencies
- Relevant experience in [industry/sector]
- Value proposition highlights

3. Proposed Solution

Description of your proposed product/service, including how it addresses the client’s requirements.

- Overview of solution and key features
- Benefits to client’s business
- Implementation outline (phases or steps)

4. Pricing and Commercial Terms

Item/Service	Description	Quantity	Unit Price	Total Price
[Item 1]	[Description]	[Qty]	[Unit Price]	[Total]
Grand Total				[Total Amount]

[Optional notes on payment terms, validity period, etc.]

5. Next Steps

- [Step 1, e.g., Client to review and confirm acceptance]
- [Step 2, e.g., Schedule kick-off meeting]
- [Step 3, e.g., Finalize agreement and timeline]

6. Contact Information

Name: [Your Name]

Title: [Your Title]

Company: [Your Company]

Email: [Your Email]

Phone: [Your Phone]