

# Sales Proposal

Date: \_\_\_\_\_

Prepared for: [Client Name / Company]

Prepared by: [Your Name / Company]

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## 1. Executive Summary

[Brief overview of the prospect's needs and how this proposal addresses those needs. Two to three sentences summarizing the key benefits.]

## 2. Understanding Your Needs

- [Challenge or goal #1]
- [Challenge or goal #2]
- [Challenge or goal #3]

## 3. Proposed Solution

[Briefly describe the recommended solution, approach, or package tailored for the client.]

- [Key feature or deliverable #1]
- [Key feature or deliverable #2]
- [Key feature or deliverable #3]

## 4. Investment & Pricing

Item/Service	Description	Cost
[Service/Product 1]	[Description]	[Cost]
[Service/Product 2]	[Description]	[Cost]
Total		[Total Amount]

## 5. Timeline

Phase	Deliverable/Milestone	Date
[Phase 1]	[Milestone or Deliverable]	[Date]
[Phase 2]	[Milestone or Deliverable]	[Date]

## 6. Why [Your Company]

- [Unique selling point #1]
  - [Unique selling point #2]
  - [Relevant experience or case study]
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## 7. Acceptance & Next Steps

[Instructions on how to accept the proposal, next steps, and contact information. For example: "To proceed,

please sign below and return this document to us. We look forward to working together!"]

\_\_\_\_\_  
**[Client Name]**  
Date: \_\_\_\_\_

\_\_\_\_\_  
**[Your Name]**  
Date: \_\_\_\_\_