

Sales Proposal

Date: _____

Prepared for: [Client Name / Company]

Prepared by: [Your Name / Company]

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]

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: _____