

# Simple Sales Proposal Outline

## 1. Introduction

[Brief overview of your company and proposal purpose]

## 2. Client's Needs / Challenges

[Summary of the client's key needs or challenges]

## 3. Proposed Solution

[Outline of your recommended solution or product]

- [Feature or Benefit 1]
- [Feature or Benefit 2]
- [Feature or Benefit 3]

## 4. Pricing & Terms

[Clear pricing structure and payment terms]

- [Product/Service: \$X,XXX]
- [Additional Fees, if any]

## 5. Next Steps

1. [Step 1: e.g., Review the proposal]
2. [Step 2: e.g., Schedule a follow-up call]
3. [Step 3: e.g., Sign the agreement]

## 6. Contact Information

[Your Name]

[Your Title]

[Email & Phone]