

Initial Sales Proposal Outline

For Client Acquisition

1. Executive Summary

Brief overview of your company, the proposed solution, and main objectives of the proposal.

2. Client Needs & Objectives

- Understanding the client's current challenges
- Goals and objectives the client aims to achieve
- Key pain points to address

3. Proposed Solution

- Description of recommended products/services
- How the solution addresses the client's needs
- Implementation approach or timeline (optional)

4. Value Proposition

- Unique selling points
- Key benefits for the client
- Expected outcomes and measurable impact

5. Investment & Pricing

- Summary of proposed costs
- Optional package details or tiers
- Payment terms (if applicable)

6. Next Steps

- Proposed actions or meetings
- Contact details
- Timeline for follow-up

7. Appendix (Optional)

- Case studies or testimonials
- Company credentials
- Additional resources