

Product Introduction Sales Proposal

Prepared for:

Prepared by:

Date:

Proposal Reference No.:

1. Executive Summary

2. About the Product

Product Name:

Product Description:

Key Features and Benefits:

- ---
- ---
- ---

3. Target Market

- ---
- ---

4. Sales Strategy

5. Pricing & Terms

Unit Price:

Minimum Order Quantity:

Payment Terms:

6. Next Steps

1. _____
2. _____
3. _____

7. Contact Information

Sales Representative:

Email:

Phone:
