

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:
