

# Sales Proposal Outline for Products

Date:

[Insert Date]

Prepared For:

[Client Company Name]

Prepared By:

[Your Company Name]

---

## 1. EXECUTIVE SUMMARY

[Provide a brief summary of the proposal and its objectives.]

## 2. CLIENT NEEDS / CHALLENGES

[Describe the client's needs or problems to be addressed.]

## 3. PROPOSED SOLUTION

[Outline your product(s) and how they meet client needs.]

### Product Overview

- [Product Name 1] â€“ [Brief Description]
- [Product Name 2] â€“ [Brief Description]

## 4. PRODUCT FEATURES & BENEFITS

- [Feature 1] â€“ [Benefit 1]
- [Feature 2] â€“ [Benefit 2]

## 5. PRICING & PACKAGES

[Provide pricing information, discounts, and package details.]

## 6. IMPLEMENTATION PLAN / TIMELINE

[Outline the process and timeline for delivery.]

## 7. TERMS & CONDITIONS

[Summary of terms, warranties, and other important conditions.]

## 8. ACCEPTANCE / NEXT STEPS

[Instructions for client acceptance and contact for questions.]