

# Sales Proposal Outline for Products

Date:

*[Insert Date]*

Prepared For:

*[Client Company Name]*

Prepared By:

*[Your Company Name]*

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## 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] – [Brief Description]*
- [Product Name 2] – [Brief Description]*

## 4. PRODUCT FEATURES & BENEFITS

- [Feature 1] – [Benefit 1]*
- [Feature 2] – [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.]*