

Product Sales Proposal Outline

1. Executive Summary

Brief overview of the proposal, the product being offered, and the value proposition.

2. Client Needs & Challenges

- Background of the client or market
- Key pain points and challenges
- Opportunities for improvement

3. Product Overview

- Product name and description
- Key features and benefits
- Unique selling points

4. Proposed Solution

- How the product addresses client needs
- Implementation process/timeline
- Customization or additional options (if any)

5. Pricing & Terms

- Pricing structure
- Payment terms and options
- Warranty or support details

6. Value Proposition

- Return on investment (ROI)
- Key differentiators
- Testimonials or case studies (optional)

7. Next Steps

- Call to action
- Further discussion or demonstration
- Contact information