

# Sales Proposal Structure for New Products

## 1. Executive Summary

Brief overview of the proposal, its goals, and key benefits. Summarize how the new product addresses client needs and supports business objectives.

## 2. Client Needs & Challenges

- Describe the current challenges faced by the client.
- Outline the specific needs or requirements of the client.
- Highlight the desired outcomes.

## 3. Proposed Solution

1. Introduction to the new product.
2. Main features and functionalities.
3. How the product addresses client needs.
4. Unique selling points and differentiators.

## 4. Implementation Plan

- Project timeline and major milestones.
- Key deliverables.
- Roles and responsibilities.
- Training and support plan.

## 5. Pricing & Commercial

- Pricing structure and options.
- Payment terms.
- Discounts or packages (if applicable).

## 6. Value Proposition & ROI

- Summary of expected benefits.
- Estimated return on investment.
- Relevant case studies or data (if available).

## 7. Terms & Conditions

- Scope of the proposal.
- Legal provisions and terms.

## 8. Next Steps

- Instructions on how to proceed.
- Contact information.
- Proposed follow-up meetings or calls.