

Sales Proposal Template

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This sales proposal template is created in a way that allows you to easily add the details about your prospect and your company, products/services and process, and produce a professional document to impress your customer.

Be sure to add the details for your company and product or service in all the [yellow fields].

If any of the sales proposal building blocks are not relevant for your specific situation, product or service, just remove them!

Sales proposal template

Title

Sales proposal for [Prospect's company name]

Subheader

Prepared by [Your company name], [detail the scope of work for proposed solutions, pricing, key timelines].

About us

[Your company/product/solution name] is a [technology/agency/type of company] committed to [explain the main challenges you solve].

[Add more relevant content about the core work you do]

[Add your unique sales proposition]

Your desired outcomes and challenges

Based on everything we've learned about you, we've outlined our understanding of your main goals and desired outcomes below.

Additionally, given our experience of working with many [10+, or a similar adequate quantifier] of similar customers, we understand the challenges standing in your way to those outcomes.

1. Your goal is [insert goal], but you face the challenge of [insert challenge]
2. Your goal is [insert goal], but you face the challenge of [insert challenge]
3. Your goal is [insert goal], but you face the challenge of [insert challenge]

Proposed solution

To help you achieve your goals, here is our proposed solution:

- Solution 1: [product/service name #1]
- Solution 2: [product/service name #2]
- Solution 3: [product/service name #3]

We've specifically developed these products/services to assist companies in [customer's industry] because we know how crucial it is to [add your solution's key feature] in order to overcome your challenges.

Pricing

In this section we identify our pricing, which is [inclusive/exclusive of VAT]:

<i>Product/service name</i>	<i>Short product/service description</i>	<i>Price</i>	<i>Quantity (if applicable)</i>
Service #1	Description of product or service	£750	1
Service #2	Description of product or service	£1,200	10

Our proposed payment schedule is shown below [this may not be relevant]:

<i>Payment date</i>	<i>Payment amount</i>
On order	eg 30%
Project kickoff	40%
Delivery date	30%

Timeline with key dates

The total time of this project is [X days/weeks].

Here are the key dates we're proposing:

Step 1: [brief description, length, and start date]

- E.g. Step 1: Brand interview: getting to understand you, your work, values, teams and USP (1 week, starting April 1st)

Step 2: [brief description, length, and start date]

- E.g. Step 2: Competitor research: getting to understand your market and how we can differentiate your message from theirs (1 week, starting April 8th)

Step 3: [brief description, length, and start date]*

- E.g. Step 3: Concept presentation: we'll present you with three design concepts to identify your favourite (1 week, starting April 15th)

(*edit the number of steps and the information included based on your own product/service)

Case study/studies

[Name of your customer/client]

How we [result, e.g. increased the conversion rate] by using/implementing [your solution's key feature]

Industry: [add industry]

Location: [add location]

Results at a glance:

- [list percentages and other stats that immediately showcase results]

The challenge: [describe the challenge in a few words]

[Add a few short paragraphs about the challenge your customer/client had before you helped them]

The solution: [describe the solution in a few words]

[Add a few short paragraphs about the solution and the results you achieved as the outcome]

Read the whole story here: [ideally with a link to the case study on your website]

Client testimonials

The feedback from our customers is critical to us. It helps us to keep getting better at what we do for you. Here's what some of them had to say:

[Insert a few testimonials, each about two sentences long. After each testimonial, add the name and title of your customer/client.]

Terms

[Include the terms, conditions and guarantees of your product or service if they're brief, or link to an agreement if longer.]

Next steps

Ready to get started? It's easy:

1. Select your preferred solution (*remove if you're only suggesting one solution)

2. Enter your first and last name
3. Enter your signature
4. Enter today's date

We're very excited to work with you!

If you have any questions prior to accepting this proposal, don't hesitate to contact us on [email and/or phone number].