

SALES PROPOSAL FOR [PROSPECT'S COMPANY NAME]

Created by [Your company name]
Phone: [Your company phone number]
Email: [Your company email address]

YOUR CHALLENGES AND DESIRED OUTCOMES

[Prospect's company name] is [Type of company] that [Add a sentence about what the prospect's company is doing].

Based on our research of your company and experience of working with customers just like you, we understand your main goals and the challenges you're facing on your way to business growth. Your objective is [State your prospect's goal], but you face the challenge of [Describe the prospect's challenge].*

(* state as many goals and challenges relevant to your prospect as possible)

ABOUT [YOUR COMPANY NAME]

[Your company name] is [Type of company] committed to [Explain the main challenges you solve].

[In 1-2 sentences, state what your company is doing and its mission statement].
[Add one of your testimonials or case studies].

PROPOSED SOLUTION

To help you achieve your desired goals, here are the solutions we propose:

Solution 1: You'll be able to [State the benefit your prospect will get] with the help of [Your product/feature name].

Solution 2: You'll be able to [State the benefit your prospect will get] with the help of [Your product/feature name].*

(* state as many solutions and corresponding products/features you'll be able to provide a prospect with)

We've developed these products/tools/features for companies in [Prospect's industry] since we clearly understand how important it is to [State your solution's key feature] to overcome your challenges.

PRICING/BUDGET

Feel free to find everything you need about [Your company name] pricing plans:

Pricing plan	Tools	Credits	Price
[Plan name #1]	[Enumerate the tools included in the plan]	[Mention the number of credits as per the plan]	\$.../month
[Plan name #2]	[Enumerate the tools included in the plan]	[Mention the number of credits as per the plan]	\$.../month

Based on [Prospect's company name] needs and goals, we offer our [State your corresponding pricing plan].

We have calculated the total annual expenses to be approximately [State how much it will cost the prospect's company to use your solution].

NEXT STEPS

Ready to get started with [Your product]? Here are your next steps:

Step 1. [Describe what the customer should do first: e.g., go to the pricing page and choose the plan, make a call with your team member, etc.]

Step 2. [Describe the customer's second step]

...

CASE STUDY

[Name of your customer]

How we [Describe the positive result percentages and other stats] by using [Your product's key feature]

Industry: [Add the customer's industry]

Location: [Add the location of the customers' company]

The challenge: [Describe the challenge in 1-2 sentences]

The solution: [Describe the solution in a few words, mentioning how your product/service helped the customer achieve this outcome]

Read the whole caste study here: [Provide a link to the case study]

CLIENT TESTIMONIALS

The feedback from our customers is something that matters the most to us. It helps us grow higher and become better.

Here're some of their impressions of our solution:

[Insert 2-3 testimonials, each about 2 sentences long. After each testimonial, add the name and title of your customer/client]

Read other testimonials: [Provide a link to customer testimonials].

TERMS

Feel free to look through our service terms and conditions here: [Include the link to the terms and conditions agreement].