

Logo Here

SALES BUSINESS PROPOSAL

Prepared For:
[Client Name & Company]

Prepared By:
[Your Name & Company]

[Date]

Table of Contents

Executive Summary
Company Background
Scope of Work
Timeline
Pricing or Price Estimate
Conclusion
Terms and Conditions
Appendix

Executive Summary

The executive summary takes everything in your proposal and compresses it into one paragraph. Essentially, if a reader were to read this section, they should be able to grasp the general idea of your solution.

Company Background

Provide information about your inception story, [mission statement](#), founding purpose, and company history. You can also provide biographies and professional pictures of your company founders, leaders, and key personnel that might be involved in the work you provide.

This is also the time to express your [unique selling proposition](#). In other words, addressing the question “why choose us” over competitors. Lastly, if you’ve had any recognition or won any company awards, this is the section to highlight those successes.

Scope of Work

Describes, in detail, the needs and pain points of the client and your company's proposed solution. Depending on the project, this could be a short list of project phases or a lengthy section indicating exactly **who, what, where,** and **how** you will complete the scope of work. Describe the work that will be completed and the tangible deliverables associated with it.

- **Who:** Who will be involved, do the work, manage it, and be a point of contact for the prospect?
- **What:** What solutions or products will be delivered and what resources, processes, or technology will be used?
- **Where:** Where will work be done or be delivered to?
- **When:** When will the work start and be completed, what are the key milestones throughout the project, and when is each deliverable expected to take place?
- **How:** How will work be done, be managed, and ensure high quality and customer satisfaction?
- **Why:** Why did you choose this particular solution for this customer's needs?

Timeline

Indicate how long you expect it to take to complete the entire scope of work. Provide estimates for each milestone or individual deliverable you set.

Include a timeline or Schedule of Deliverables: How long do you expect the work to take and/or what requirements or expectations does the client have for completion? This section can state a total length of time or be broken down on a detailed task-by-task basis.

Pricing or Price Estimate

Make sure it's clear as to how each item is priced whether that be hourly, per unit, or a flat fee. This section should also be used to explain payment expectations. For instance, when invoices must be paid by, how much money is required up front vs. after work is completed, refund policy, and if other billable expenses can be included automatically or require client approval.

If your business offering requires an estimate because you won't know how many units of a product you'll need or how many hours it will take, be upfront. Provide an explanation and an estimated range.

Conclusion, Terms & Appendix

This should include additional information that could be useful to your prospective client. Express your gratitude for the opportunity and explain next steps to move forward. Terms (or terms and conditions) can be added in a proposal or in the service agreement to cover legal aspects such as contract dispute policies, confidentiality, rules on subcontracting, and other legalities of a working contract.

The appendix is optional but would utilize visuals or supplemental documents to enrich your proposal. For instance, you might include links to sample work, a client reference list, or a catalog of options for materials or software vendors the client will be able to choose from.