



# Title of Proposal

Day / Month / Year

Client Partner:

xxx Specialist:



# Table of Contents

<b>1. EXECUTIVE SUMMARY .....</b>	<b>3</b>
1.1    Background .....	3
1.2    A solution aligned with your vision .....	3
1.3    Next Steps.....	3
<b>2. MEETING YOUR OBJECTIVES.....</b>	<b>4</b>
2.1    Our understanding of [customer] .....	4
2.2    What matters to the success of [customer].....	4
2.3    Our principles in developing this proposal for you .....	4
<b>3. SERVICE AND SOLUTION OVERVIEW .....</b>	<b>4</b>
3.1    Quick summary of the proposed solution .....	4
3.2    Unique value Telstra can deliver .....	5
3.2.1    Header .....	5
3.2.2    Header .....	5
<b>4. COMMERCIAL.....</b>	<b>5</b>
4.1    Commercial summary .....	5
4.2    Pricing details.....	6
4.3    Assumptions .....	6
4.4    Terms and Conditions .....	6
<b>5. DETAIL ON THE PROPOSED SOLUTION.....</b>	<b>6</b>
5.1    Details of the [Solution Name] (e.g. Mobility Solution) .....	6
5.2    Account Management.....	7
5.3    Project Delivery.....	7
<b>6. APPENDICES .....</b>	<b>7</b>
6.1    Appendix A:.....	7
6.2    Appendix B:.....	7
6.3    Appendix C:.....	7
6.4    Appendix D: .....	7
6.5    Appendix E:.....	7
<b>7. PROPOSAL TERMS .....</b>	<b>7</b>
<b>8. YOUR TELSTRA TEAM .....</b>	<b>9</b>
<b>**PRE-FORMATTED OPTIONS FOR USE IN THE PROPOSAL.....</b>	<b>11</b>



# 1. Executive Summary

Enter your Executive Summary here.

## Executive Summary Checklist

- I have stated the business challenges the customer is facing and articulated on that from the customer's perspective what will be different if the problem is solved, need fulfilled or goal achieved.
- I have pointed out what is important in them making the decision to address their market situation or strategic reasons for the project.
- I have outlined the solution and explained its value – technical, operation, commercial in context of the client's business objectives/metrics, which clearly identifies the differentiating factors of Telstra's offer if compared with the competitors.
- I have included the high-level commercial benefit associated with the proposed solution and explained how it fits the organisation.
- Strong conclusion that once more wraps up the importance of the project, the value of the solution we have offered and the benefits of going with us. You can also include brief description on the next steps.

Customer sentiment: Help me understand and relay your solution to key decision makers within my business for purchase consideration]

Executive Summary should position the unique/differentiated Value Proposition we are offering. This value Proposition should then be reflected in furthermore detailed elements of the proposal later in the document.

## 1.1 Background

- Customer challenges and purpose  
What are the challenges customer currently faces, and how critical it is to turn challenges into opportunities that align with the customer's purposes?
- Business outcomes that matter to the customer  
Messages that targeted at the decision makers' buying interests

## 1.2 A solution aligned with your vision

- Concise summary of the proposed solution and unique value/tangible benefits Telstra can deliver on what matters to the customer. Be sure to provide proof points for claims of value that the solution/offer will deliver.
- Brief overview on topics of this proposal
- Telstra key message (e.g. How progress of T22 strengthen Telstra's unique ability to deliver, our commitment and promise)
- Summarise key call-outs

## 1.3 Next Steps

...



## 2. Meeting Your Objectives

Customer sentiment: Telstra has our businesses best interest at heart, they are the right tech partner because they understand our business needs, and our long-term objectives

Drafting Note: Do not just copy and paste swathes of information from customers website

### 2.1 Our understanding of [customer]

- Elaborate on
  - customer's business situation
  - business needs and objectives in short-medium-long term across key stakeholders combined with your industry/technology leadership to demonstrate our unique perspectives on the customer's growth opportunities given the trend of the market

### 2.2 What matters to the success of [customer]

- Elaborate on
  - Key business drivers
  - Key success matrix for key stakeholders
- Key short-medium-long term milestone of the customer where applicable

### 2.3 Our principles in developing this proposal for you

- List principles applied in building the proposal that resonate with what matters to the success of the customer

## 3. Service and Solution Overview

Customer sentiment: Telstra don't just sell us product and services, they are a valuable partner that collaborates and helps us solve problems and our long term objectives that we can't achieve on our own.

Drafting Note: Often proposal sections can be read by multiple people. Some will read all of it some will read only parts. It can be beneficial to structure more detailed response sections in a "Summary - Detail - Summary" structure within a given section. This means that someone who only reads the start still gets the key messages we want to deliver in a section, i.e. Our proposed solution x will deliver more rapid Incident resolution. Then go into the detail of how and recap again at the end. This provides us greater opportunity to get the key value messages across to all readers even if they do not read the full body text. (This relates to different client styles – commercial, technical, end user, procurement, consultant etc. Who all read and look for different things.)

### 3.1 Quick summary of the proposed solution

- Summary of the solution (Primary and supplementary components) or answers to questions the customer stated in the request. This should link to and build from the Solution Summary in the Exec Summary)



- Value at a glance and concise statement of tangible business value this solution can deliver for the customer
- High-level summary of what the customer can get along with the delivery of the solution
  - Value of tools the customer can benefit from as part of the proposed solution e.g. T Connect
  - Program governance, methodology, schedule and key milestone
  - Service/SLA and performance management framework
  - Support model (global support and operational centre, field operations, third-party suppliers)
  - Approach for innovation and evolution

### 3.2 Unique value Telstra can deliver

Proposed structure for illustrating Telstra's unique value to deliver

1. Technology – We develop solutions that set customer up for success now and into the future
  - You can find out more about Why Telstra technology related content [here](#)
2. People and Partner – Telstra connects customers with experienced technologists and world-class partners for pushing boundaries of innovation
3. Unique achievements – Telstra deliver tangible values for our communities
  - You can demonstrate Telstra's ability to delivery through sharing how we have set other organisations with similar challenges up for success. For case studies to refer to, please visit Solutions Catalogue [here](#)

#### 3.2.1 Header

#### 3.2.2 Header

## 4. Commercial

Customer sentiment: We understand the investment and exactly what Telstra will deliver or provide

Customise the below tables or insert new ones to fit the investment summary/delivery timeframes

### 4.1 Commercial summary

...

[Solution Name] – Investment Summary		
	Inclusions	Price
Product 1		
Product 2		
Product 3		
Product 4		



Product 5		
	Total	
Inclusions and prices are current as of [DATE]. Prices exclude GST, unless otherwise stated.		

Solution Elements	
Inclusions and Additional Services	
Inclusions/Service	Description
Inclusion and Descriptions current as of [DATE].	

#### 4.2 Pricing details

...

#### 4.3 Assumptions

...

#### 4.4 Terms and Conditions

Currently [customer] receives services from Telstra under the [Business / Master] Services Agreement ([B/M]SA), signed on DD/MM/YYYY and last updated by variation [nn] executed on DD/MM/YYYY. The terms and conditions of the [B/M]SA, along with the product specific terms contained in Our Customer Terms ([www.telstra.com.au/customer-terms/business-government](http://www.telstra.com.au/customer-terms/business-government)) apply to this proposal.

### 5. Detail on the proposed solution

#### 5.1 Details of the [Solution Name] (e.g. Mobility Solution)

- Deep dive into solution elements, features and the differentiators
  - Mobility, technical details, unique proposition
  - IOT, technical details unique proposition
  - Network
  - UC...
- Elaborate on value of supplementary component of the solution



## 5.2 Account Management

- Support available
- T Connect
- Billing solution
- Customer-facing org chart
- Governance framework
  - Service governance
  - Program governance
- Executive engagement
- NPS
- Service charter
- Continual Service Improvement / Customer Success

## 5.3 Project Delivery

- Project governance
- Project methodology
- Project schedule
  - T&T plan
  - Steps and milestone
  - Visual, gantt chart
- Dependencies
  - Customer
  - Telstra
  - Third-party suppliers
- Delivery risks and mitigation

## 6. Appendices

6.1 Appendix A:

6.2 Appendix B:

6.3 Appendix C:

6.4 Appendix D:

6.5 Appendix E:

## 7. Proposal Terms

This Proposal and any associated documents provided to you as part of it is subject to the following:



## **Validity of Proposal**

This proposal is valid for [30 days] from its date of submission. Some or all of the prices in this proposal may be subject to Telstra's Our Customer Terms and may change from time to time.

Acceptance of this proposal, or any part of it, is subject to contract (with Telstra or a Telstra group entity) and product or service availability.

## **Confidentiality Information**

The contents of this proposal and any documents provided to you as part of this proposal are confidential information of Telstra and may only be used by you for the purpose of evaluating this proposal. They must not be disclosed to any third party without Telstra's prior consent, unless required to do so by law.

You acknowledge that Telstra may be required to disclose information that you provide to third parties (such as our suppliers) in order to supply the products and services as set out in this proposal.

Telstra makes no representations or warranties as to the accuracy or completeness of any information provided to you as part of this proposal. You must make your own assessment of the information and satisfy yourself as to its accuracy and completeness.

## **Intellectual Property**

Telstra and its suppliers retain ownership of intellectual property subsisting in the contents of this proposal and any documents provided to you as part of this proposal.

## **Technical Appraisal**

The prices and services in this proposal are based on Telstra's current understanding of your requirements. Technical appraisals or feasibility assessments by Telstra may be required to determine whether Telstra is able to provide the services. If additional design and construction work is required to provide the service(s) (i.e. installation of network infrastructure), further costs may apply and will be advised to you before commencement of work.

## **Pricing-Related Conditions**

Unless otherwise expressly stated, all prices in the proposal are exclusive of GST and other transactional taxes (including value added taxes, charges, withholding taxes, duties (including customs duty and stamp duty), excise, sales tax, and other similar taxes) which may be imposed by any taxing authority where the services are being delivered. Telstra reserves the right to recover any GST or other transactional taxes.

## **Transforming Telstra**

Telstra aims to give customers a personalised, seamless experience that makes it easy for them to do what they want when they want. To achieve this vision, we may introduce new generation services and rationalise or exit legacy services (which may include services set out in this proposal), including, as a result of the NBN rollout. We will discuss these developments with you as the review of our services continues and more details are announced.

## **NBN Roll Out**

The National Broadband Network (NBN) is a Federal Government initiative to build a national network that allows all Australians to have access to high-speed broadband in the premises. Telstra has obligations under the Definitive Agreements with NBN Co to progressively disconnect its copper-



based access services and HFC broadband services that are provided to premises in the NBN fixed line footprint.

The NBN roll-out and our progressive disconnection of copper-based and HFC-based services, in no way, changes our commitment to you as a customer. Most Telstra enterprise and government customers are served by our IP-based products that operate over our world-class Telstra Next IP® and mobile networks. Telstra will continue to deliver services over these networks.

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## 8. Your Telstra Team

Name	Title	Email	Phone
		xxxxx.xxxxx@team.telstra.com	xx xxxx xxxx
<b>Role and Responsibilities:</b> Add a description here to let your customer know what you are responsible for regarding their account management			
		xxxxx.xxxxx@team.telstra.com	xx xxxx xxxx
<b>Role and Responsibilities:</b> Add a description here to let your customer know what you are responsible for regarding their account management			
		xxxxx.xxxxx@team.telstra.com	xx xxxx xxxx
<b>Role and Responsibilities:</b> Add a description here to let your customer know what you are responsible for regarding their account management			



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## \*\*Pre-formatted options for use in the proposal.

Delete this section/pages before final version is saved

### Company details if it needs to be included:

Seller Name	Telstra Limited
Trading Name (If Different)	n/a
ACN/ABN	64 086 174 781
Website Address	www.telstra.com
Postal Address	242 Exhibition Street Melbourne Victoria 3000

### Coloured Notes to highlight sections:

Text

Text

### Callout Table, useful to list multiple site locations

1. Callout	6. Callout	11. Callout	16. Callout
2. Callout	7. Callout	12. Callout	17. Callout
3. Callout	8. Callout	13. Callout	18. Callout
4. Callout	9. Callout	14. Callout	19. Callout
5. Callout	10. Callout	15. Callout	20. Callout

### A table with a summary row:

Title	Title	Title	Title	Title
XX				

### Formatted tables:



Title	Title	Title	Title

Title	Title	Title	Title	Title

Table heading	Table heading	Table heading	Table heading
Table row heading	Table content	Table content	Table content
Table row heading	Table content	Table content	Table content
Table row heading	Table content	Table content	Table content
Total row heading	Total number	Total number	Total number