

# **SAMPLE PROPOSAL MODEL TEMPLATE--SERVICES**

**[CLIENT NAME]**

PROPOSAL TITLE

**[SERVICE NAME]**

**[SELLER NAME]**  
CITY, STATE

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# **EXECUTIVE SUMMARY**

2 to 3 pages

***Background Information: [Client Name]***

***Proposed Solution — [Service Name]***

***Implementation***

***[Seller Name] Profile***

***Business Issues***

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# **BACKGROUND INFORMATION: [CLIENT NAME]**

*Client Background*

*Current Operations*

*Improvement Opportunity*

*Needs and Objectives*

*Purpose of the Proposal*

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## **PROPOSED SOLUTION — [SERVICE NAME]**

*Description*

*Service Components*

*Service Application for [Client Name]*

*Non-Financial Benefits*

*[Financial Benefits]*

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# **IMPLEMENTATION (OR PROJECT OR ENGAGEMENT) MANAGEMENT**

*[Seller Name] Implementation Methodology (or Business Methods or Practices)*

*Implementation (or Project or Engagement) Team*

See Appendix ? for biographical resumes on [Seller Name] team members.

*Implementation (or Project or Engagement) Schedule*

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# **[SELLER NAME] PROFILE**

*Mission Statement*

*Company Overview*

*Client Service*

*Client Service Staff and Resources*

*Client Support and Training*

*Engagement Budget Considerations*

*Engagement Status Meetings*

*Quality*

## ***Client References***

### ***Why [Seller Name]?***

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# BUSINESS ISSUES

## *Assumptions*

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## *Implementation (or Project or Engagement) Fees*

See Appendix ? for detailed information.

## *Implementation Fees and Expenses*

[Seller Name] estimates travel-related expenses to implement [Service Name] for [Client Name] will be \$ .

## *Prices and Fees Summary*

Item	Price/Fee
Implementation (or Project or Engagement) Fees	\$
[Seller Name] travel-related implementation fees	\$
<b>Total</b>	\$

## *Invoicing Schedule*

[Seller Name] will invoice [Client Name] as follows:

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Invoices are net 30 days.

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## **APPENDICES**

- A: ?????
- B: ?????
- C: ?????

***Appendix A: ??????***

***Appendix B: ??????***

***Appendix C: ??????***