SAMPLE PROPOSAL MODEL TEMPLATE--PRODUCTS

[CUSTOMER NAME]

PROPOSAL TITLE

[PRODUCT NAME]

[SELLER NAME]
CITY, STATE

TABLE OF CONTENTS

EXECUTIVE SUMMARY

2 to 3 pages

Background Information: [Customer Name]

Proposed Solution — Product Name

Implementation

Seller Profile

Business Issues

BACKGROUND INFORMATION: [CUSTOMER NAME]

Customer Background

Current Operations

Improvement Opportunity

Needs and Objectives

Purpose of the Proposal

PROPOSED SOLUTION — [PRODUCT NAME]

Description

Product Components [or System Modules]

Product Application for [Customer Name]

Non-Financial Benefits

Financial Benefits

IMPLEMENTATION (OR INSTALLATION)

[Seller Name] Implementation (or Installation) Methodology

Implementation (or Installation) Team

Implementation (or Installation) Schedule

[SELLER NAME] PROFILE

Mission Statement

Company Overview

Research and Development

Production Facilities and Equipment

Production Capacities

Quality

Customer Service

Customer References

Why [Seller Name]?

:

-
-
-

BUSINESS ISSUES

Assumptions

-
-

[Product Name] Prices and Fees

Item	Brand/Manufacturer/Configuration	Qty	Price	Total
	Shipping & Handling			
	Taxes			
	Total			

See Appendix ? for detailed information.

Implementation (or Installation) Fees and Expenses

[Seller Name] estimates travel-related expenses to implement [Product Name] for [Customer Name] will be $.

Prices and Fees Summary

Item	Price/Fee
Prices and Fees	$
[Seller Name] travel-related implementation fees	$
Total	$

Invoicing Schedule

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

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-
-
-
-

Invoices are net 30 days.

Warranty Information

APPENDICES

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

Appendix A: ??????

Appendix B: ??????

Appendix C: ??????