**Sales Proposal  
for {{client\_company\_name}}  
  
Prepared by {{provider\_company\_name}}  
Date: {{current\_date}}**

# 1. Executive Summary

## 1.1 Overview

{{executive\_summary\_text}}

## 1.2 Project Mission

{{project\_mission\_text}}

# 2. Our Approach

## 2.1 Solution Concept

{{solution\_concept\_text}}

## 2.2 Project Methodology

{{project\_methodology\_text}}

# 3. Key Deliverables

|  |  |  |
| --- | --- | --- |
| **Deliverable** | **Description** | **Acceptance Criteria** |
| {{deliverable\_1\_title}} | {{deliverable\_1\_description}} | * {{deliverable\_1\_acceptance}} |
| {{deliverable\_2\_title}} | {{deliverable\_2\_description}} | * {{deliverable\_2\_acceptance}} |
| {{deliverable\_3\_title}} | {{deliverable\_3\_description}} | * {{deliverable\_3\_acceptance}} |
| {{deliverable\_4\_title}} | {{deliverable\_4\_description}} | * {{deliverable\_4\_acceptance}} |

# 4. Timeline

|  |  |  |
| --- | --- | --- |
| **Phase** | **Duration (Weeks)** | **Key Tasks** |
| Phase 1 | {{phase\_1\_duration}} | * {{phase\_1\_tasks}} |
| Phase 2 | {{phase\_2\_duration}} | * {{phase\_2\_tasks}} |
| Phase 3 | {{phase\_3\_duration}} | * {{phase\_3\_tasks}} |

Expected Completion: {{expected\_completion\_date}}

# 5. Financials

## 5.1 Financial Justification

{{financial\_justification\_text}}

## 5.2 Cost Breakdown

|  |  |  |
| --- | --- | --- |
| **Cost Category** | **Amount (USD)** | **Note (AI-Generated Justification)** |
| Development | ${{development\_cost}} | {{development\_note}} |
| Licenses | ${{licenses\_cost}} | {{licenses\_note}} |
| Support & Maintenance | ${{support\_cost}} | {{support\_note}} |
| **Total Investment** | **${{total\_investment\_cost}}** |  |

## 5.3 Payment Terms

Our standard payment schedule is 50% upfront upon proposal acceptance and 50% upon final delivery of all scope items. This proposal is valid for 30 days from the issue date.  
  
{{payment\_terms\_text}}

# 6. Authorization

|  |  |  |  |
| --- | --- | --- | --- |
| **Accepted By (Client)** | **Date** | **Approved By (Provider)** | **Date** |
| Name: {{client\_signature\_name}} Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: {{client\_signature\_date}} | Name: {{provider\_signature\_name}} Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: {{provider\_signature\_date}} |

Please ensure the signatory's Title/Position is printed next to the name above.

# 7. Company Information

Client:  
{{client\_company\_name}}

Provider:  
{{provider\_company\_name}}

# Appendix: Placeholders Reference (Internal Use)

* This appendix lists all placeholders used in this template for the backend to populate.  
    
  Static placeholders (from ProposalData/Pydantic):  
  {{current\_date}}, {{client\_company\_name}}, {{provider\_company\_name}}, {{expected\_completion\_date}}, {{development\_cost}}, {{licenses\_cost}}, {{support\_cost}}, {{total\_investment\_cost}}  
    
  AI-generated placeholders:  
  {{executive\_summary\_text}}, {{project\_mission\_text}}, {{solution\_concept\_text}}, {{project\_methodology\_text}}, {{financial\_justification\_text}}, {{payment\_terms\_text}},  
  {{deliverable\_1\_title}} ... {{deliverable\_4\_acceptance}}, {{phase\_1\_tasks}} ... {{phase\_3\_tasks}},  
  {{development\_note}}, {{licenses\_note}}, {{support\_note}}, {{client\_signature\_name}}, {{client\_signature\_date}}, {{provider\_signature\_name}}, {{provider\_signature\_date}}