Business Proposal Sample

Month Day, Year

Their Logo

Your Logo

# 

**Introduction**

Brief introduction stating the client’s business needs / goals to show you understand, so they can trust that your company can provide a solution. Then, tell them you will provide the solution. Use “our team” and “us” more than “I” or your company name; it sounds more inclusive.

**Expected Results**

Focus on the client’s business needs that your value proposition solves and explain what their future state will be once they have chosen your offering.

Share both immediate benefits and growth. This is the opportunity to focus on their ROI should they choose your solution.

**Pricing**

Brief introduction statement to the pricing.

Provide 2-3 packages for the client to choose from. Ensure all packages meet the needs outlined in the proposal (or can grow into it). Avoid line-item pricing; instead, present the pricing as a full solution.

**Scope of Work**

Explain how you will provide the solution you are offering. What are the onboarding/setup steps? Do not make signing a contract the big event, focus on the go-live or whatever event will be most exciting to your client.

Link to more in-depth collateral material, if necessary.

**Call to Action**

If you can, make this agreement signable. If not, have a clear call to action, like having a call set up to review. To make this more likely, set up the call prior to proposal delivery. End with a “thank you.”