[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Sales Proposal Template

Putting a sales proposal to a client in writing: their needs, the solution offered, the price, the terms, and a place to accept.

Document: Sales Proposal Template **Version:** 1.0

Prepared by: _____ **Owner:** _____

Date: _____ **Review date:** _____

Proposal introduction Dear [Client contact],

Thank you for the opportunity to propose a solution for [Client company]. [Company name] proposes [Proposed solution].

This proposal is dated [Proposal date] and remains valid until [Proposal valid until].

Client needs and proposed solution: Client company: _____ **Client contact:** _____

Needs identified: _____ **Proposed solution:** _____

What is included: _____ **What is excluded:** _____

Scope of work 1. Confirm the scope in writing with [Client contact] before work starts.

2. Deliver each item in the agreed scope in the order listed.

3. Record any change to scope in writing and agree its effect on price and timescale before proceeding. **Pricing and terms:**

Item	Description	Price
Total proposal value	Total of all items listed above	[Total proposal value]

Payment terms: _____ **Proposal valid until:** _____

Acceptance: Accepted by (client name): _____ **Client signature and date:** _____

Accepted by ([Company name]): _____ **Start date agreed:** _____

Acceptance notes: _____

Completion checklist: [ ] The client company ([Client company]) and contact ([Client contact]) are named on the proposal.

[ ] The total value ([Total proposal value]) matches the sum of the pricing table.

[ ] Payment terms ([Payment terms]) and the validity date ([Proposal valid until]) are stated.