



Assume you have made two or three contacts with a prospective customer, and the discussions have progressed so well that the prospective customer has asked you for a written sales proposal. Develop a sales proposal in proper format.

### Proposal Outline

Title and Title Page

Table of Contents

Introduction/Executive Summary

Business Description/Profile of Customers Business

Description/Profile of Your Company

Customer Objectives (review of needs and concerns)

- pick 2 or 3 of the following customer objectives (or choose your own)
  - enhance customer service
  - increase sales
  - enhance employee moral
  - better trained employees to . . .
  - improve productivity
  - save costs and money
  - to help employees with customer relationships
  - help managers develop coaching skills
  - reduce staff turnover

Proposed Solutions/Your Company Response

- match features and benefits to customer objectives

Costs

- proposed cost
- pricing schedule
- payment options/terms, etc.

Closing and Summary (including follow-up information and signed)

Appendices

- include brochures and any other extras

Be sure your overall proposal is typed, logical and easy to understand.

This sales proposal is worth 25% of your term mark.

If you do not have a product or service to sell, pick a training topic which can be delivered in a 3 day workshop.

Be sure to hand in your own original work. Students are expected to be familiar with the University regulation with respect to “Academic Honesty” available at [http://www.usask.ca/university\\_secretary/honesty/](http://www.usask.ca/university_secretary/honesty/)