**Business Proposal Template**

Please kindly note that this is a general guideline and that you will need to adjust it based on your product or service.

**###START HERE###**

* **Table of Contents**
  + *This is important as it gives your business proposal structure and makes it clearer what you are trying to achieve with the proposal*
* **Problem Statement** 
  + *Why are you sending the proposal? Why should the person read the proposal? Describe the prospective customer’s problem.*
* **The solution** 
  + *Continue from the above paragraph and focused on what they need and why you can be the one to give it to them.*
* **Project Background and Description**
  + *Here’s where you talk about the “how”. Let them know how you are proposing this solution to be carried out.*
* **Costs**
  + *“This outlines how much they will need to pay you for your proposed solution. Let them know how much they need to spend to solve the problem the have.*
  + *If the other sections of your proposal were done well, the previous sections should have addressed their concerns and objections, making the costs justifiable. This is because you have used the other sections to outline the value of your solution.*
* **Terms & Conditions**
  + *Here add in details around who is to do what and what products and services they will get as part of the proposal. Do not forget to put in important dates around delivery etc and what would happen if those dates are not met.*

### Next Steps

### *End by telling the client what they will need to do after they have read the proposal. Will you be setting up a follow-meeting? Do they have to send you an email? This step is very important for your close and to finalize the sale. This section serves as a call to action so you can also talk about signing a contract and paying for your proposed solution.*

### *###END HERE###*

PS: After sending a business proposal ALWAYS schedule a follow-up meeting. This greatly increases your chances of closing the deal.