

Ebookconnect business proposal template

Please use this book to form your own sales or business proposal.

This e-book is used as a teaching aid.

Sales Proposal

Your logo here



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1. Executive Summary

Ebookconnect Access Service helps market books digitally. We create an online awareness and presences about all the books published on our online store.

We generate money for the writers and the publishers using our online book store platform, because we tend to have more sales and attracts more customers than the normal stationary book store.

Statistics shows that nearly all adults read online these days. Getting an online presence for your books boost its popularities and increases sales.

Repackaging your books digitally makes it easier to carry around and also help to have quick access to it since its stored on readers phone and pc, even if the readers device is corrupted the reader can also re-download it from his email, because we deliver the books to our customers email.

Our online-store generates tons of traffics everyday because we spend much advertising and our credibility and consistency to deliver has helped boost our image and presence in the online business.

Our pricing is very considerate. The writer and the publishers get 70% on every sale while we get the remaining 30%.

2. Our Understanding

2.1 Your Company

Paraphrase prospect's corporate overview from their website.

2.2 Your Needs

Provide a brief description of the prospect's needs. Consider using a bulleted list that is prioritized from critical needs to value adds.

Prioritized list of needs:

Need 1

Need 2

Need 3

2.3 Decision Criteria

Decision, including service level agreements, warranties, professional services, delivery timelines, etc.

Key Decision Criteria	Importance (High, Med, Low)
1. Service Level Agreement	High
2. Pricing	Med
3. Available before June 1st	High

3. Our Approach

3.1 Our Company

Provide a concise summary of your organization, including competitive advantages or differentiation from key competitors.

3.2 Our Solution

Outline an integrated solution that aligns to the prospect's decision criteria and includes key deliverables, professional services, service level agreement, and project delivery timelines.

3.2.1 Key Product/Service Offering

List the key components of your product/service and relate the features to the prospect's need to demonstrate value.

Professional Services

Communicate how you will help with implementation.

3.2.3 Service Level Agreement

Insert your standard service level agreement.

3.2.4 Project Delivery Timelines

Provide a Project Schedule that includes timelines, deliverables, milestones, and checkpoints.

3.3 Action Plan

Create a step-by-step Action Plan that illustrates how your solution will be implemented. Align to the prospect's purchasing process.

Step 1 – provide clarity on this step in the process.

Step 2 - provide clarity on this step in the process.

Step 3 – Provide clarity on this step in the process.

Step 4 - provide clarity on this step in the process.

Step 5 - provide clarity on this step in the process.

4. Pricing & Terms

4.1 Price

Provide pricing details and purchasing options. Be sure to include any additional expenses such as travel for professional services staff.

4.2 Terms

State the terms and conditions for the deal.

5. Contact Information

5.1 Headquarters

Provide the address and contact information for your headquarters.

5.2 Account Manager

Provide the contact information for the Account Manager

5.3 VP Sales

Provide the contact information for the VP Sales.

6. Appendix

6.1 Additional Information

Provide any additional information such as a service level agreement, satisfaction guarantee, customer references, testimonials etc.