

<<Company>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<PostalCode>>
(PH) <<WorkPhone>>
(FX) <<Fax>>
<<Domain>>



<<ProposalTitle>>

<<CurrentDate>>

Prepared for: <<CustFirst>> <<CustLastName>>
<<CustTitle>>

Prepared by: <<FirstName>> <<LastName>>
<<JobTitle>>



<<Insert description here>>

Proposal Number: <<ProposalNumber>>



<<Domain>>



Executive Summary

The Objective...

<<Include a purpose statement that covers the problem and the central idea. Restate the clients needs as determined by reading their RFP or your previous interview process.>>

- ◆ **Need #1** : << Insert need # 1 statement here >>
- ◆ **Need #2** : << Insert need # 2 statement here >>
- ◆ **Need #3** : << Insert need # 3 statement here >>

The Opportunity...

<<Include the major points of analysis and identify the opportunity. Restate the clients goals you identified previously (via RFP, interview, etc.).>>

- ◆ **Goal #1** : << Insert goal # 1 statement here >>
- ◆ **Goal #2** : << Insert goal # 2 statement here >>
- ◆ **Goal #3** : << Insert goal # 3 statement here >>

The Solution...

<<Include recommendations for both a solution and the steps required for action. Summarize what you are proposing to do and how you are going to do it to meet the goals. The full recommendation page can be added and expanded on. See the Recommendations proposal document template.>>

- ◆ **Recommendation #1** : << Insert recommendation # 1 statement >>
- ◆ **Recommendation #2** : << Insert recommendation # 2 statement >>
- ◆ **Recommendation #3** : << Insert recommendation # 3 statement >>



This sample PDF file shows you 2 templates (Title Page and Executive Summary) out of the entire collection of **over 100 templates**. See our web site for the complete collection:

<http://www.proposalkit.com/htm/packs.htm>

The retail version of each Proposal Pack style includes the editable versions of these templates. Each style is sold separately and each style includes the complete collection of **over 100 templates** (i.e. Title Page, Executive Summary, Cost Summary, Benefits, Features, Resume, etc.). Using these templates you can create proposals ranging from 1 page to over 100 pages in length depending on your needs. The following templates are included in each Proposal Pack style:

Introduction Templates:

Inquiry Letter, Cover Letter, Title Page, Table of Contents,
Non-Disclosure (long form and short form)

Client-centered Templates:

(Summary Section)

Executive Summary, Cost Summary, SWOT Analysis

(Needs Assessment Section)

Strengths, Weaknesses, Opportunities, Threats, Competitive
Analysis, Industry Trends, Client Background, Client Operations,
Market and Audience, Clients Served

Project-centered Templates:

(Goals and Objectives Section)

Statement of Work, Expected Results, Benefits, Features,
Samples, Project Deliverables, Operational Impact

(Methodology Section)

Technical Approach, Production Schedule, Project Management,
Marketing Plan, Testing Plan, System Integration,
Installation Schedule, Time Line, Training Plan, Maintenance Plan,
Security Plan, Safety Plan, Regulations, Assumptions, Storyboard
Diagrams, Legal Considerations, Risk Analysis, Contingency
Planning, Project Constraints, Customer Support

(Evaluation Section)

Requirements, Documentation Requirements,
Interface Requirements, Acceptance Criteria

(Budget Section)

Budget, Total Cost of Ownership, Cost/Benefit Analysis, Supplied

Material, Equipment, Hardware and Software, Work Order #1,
Work Order #2, Payment Schedule, Contract and Terms

(Project Summary Section)

Recommendations, Project Summary

Your Company-centered Templates:

(Qualifications Section)

Mission Statement, Qualifications, Quality Control, Case Study,
Company History, Services Provided, Products, Additional Services,
Additional Products, Future Developments, Testimonials,
References, Portfolio, Facilities, Insurance, Officers and Board,
Executive Bio, Resume, By-laws

Appendix Templates:

Compliance Matrix, RFP Cross Reference, Standards Compliance,
Schematics, List of Acronyms, List of Illustrations, Benchmark Results,
Reference Material, Financial Statements, Disclaimers, Warranty,
Appendix A, Appendix B, Appendix C, Appendix D, Appendix E

Presentation Templates:

Envelope, Letterhead

Additional Templates:

Blank template, Follow-up Letter

Checklists:

Proposal Development Checklist, Post-Proposal Analysis Checklist

Proposal Samples (over 150 pages of sample material):

Sample Proposal Collection Volume 1 - A collection of sample proposals
Sample Proposal Collection Volume 2 - A collection of sample proposals
Sample Proposal Collection Volume 3 - A collection of sample proposals

The link below will help answer the most common questions asked regarding the pack templates and styles. There are many graphic styles to choose from. The differences between each style are in the colors, fonts and accent graphics. You can see each style has the same text, templates and layout, just different graphics for the visual look. Other differences may be found in page border colors, bullet point styles and text accent colors. Simply select a graphic theme that best suits your style.

For answers to the most commonly asked questions click here:

<http://www.proposalkit.com/htm/common.htm>