SOFTWARE SALES PROPOSAL

4.1.2020

A Software Sales Proposal for:

Prospect Company

From:
Company Name
Address
City, ST Zip Code
Website

COVER LETTER

April 4, 2020

Prospect Name
Title
Company Name
Address

Hi Ms. Prospect-

Attached is a proposal for [Company Name] to provide [Prospect Company] with [Solution] that does _____?

This project will provide [Prospect Company] with the following three benefits:
1.
2.
3.

We build long term relationships with our clients by consistently executing and delivering high value. Please contact us with any questions you have or additional information you need.

Sincerely,

[Your Name]
Title
Address
Phone number
E-mail address

PROPOSAL

Prospect's Background
- Name
- Industry
- # of locations
- Years in business
- What do they want accomplish?

Your Company's Background
1. Company name, headquarters, year founded
2. Highlight the services you provide
3. # of employees
4. Provide summary statistics of the number of clients you have, your installed license count, or metrics that shine a positive light on your business.

The [Your Company Name] Difference
- What makes your company uniquely better?
- How do you stack up against the competition?
- Do you offer more customizability, lower prices, more responsive customer support?
- Do you offer an enterprise solution or a single-user focused application?

Prospect's Problems & Pain Points
1. What is your prospect struggling to accomplish?
2. How does the company "language" its challenges?
3. What problems are affecting the client that they haven't expressed?
4. What departments, teams, or individuals are affected?
5. How are those problems impacting their business?

The Solution
1. Detail what your solution is and what it does
2. Pitch how life will be after the prospect installs and starts using your app
3. How will their lives improve?
4. What does their future look like?
5. How will you help them achieve their specific goals?

Use subheadings to break up the text sections:

Intuitive and Easy-to-Learn

Affordably Priced

Supports Future Customizations

PROPOSAL

No Hardware or Software Purchases Required

Seamless Data Integration

Browser-based Operation

Reliable, High Performance Hosting

Implementation & Milestones
1. What does it takes to implement your SaaS solution?
2. , from start to finish. It can be helpful to incorporate a table that includes: the task, responsible party, timelines for completion.

Task	Responsible Party	Start Date	Completion Date

Training
1. What's involved in training?
2. How is training delivered?
3. How long does it take?
4. How will impact existing employees workloads?

Customer Service / Technical Support
1. How will your new client get help when their team needs it?
2. What service level agreements (SLAs) and response times do you commit to?
3. What's your escalation process if they don't feel their needs are being addressed?

References
Please feel free to contact the following organizations to learn more about similar projects we've conducted:

Name
Contact
Title
Address
Phone
E-mail address

Title
Address
Phone
E-mail address

Name
Contact

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Pricing

Pricing for [Solution Name] is comprised of the following:

1. Setup fee
2. License fee
3. Configuration fee
4. Project management fee
5. Training fee
6. Customization fee
7. Maintenance fee
8. Optional modules.

Description	# of Licenses	Setup Fee (One-time)	Annual Fee	Total (Yr. 1)	Total (Yr. 2)

Options		Setup Fee (One-time)	Monthly Fee	Annual Fee
				$ -

About Your Team

- Describe the members of the team who will be working with the prospect on this project
- Include their names, titles, and a brief explanation of their skills and expertise
- If they have relevant experience with similar projects, highlight that information
- Include professional headshots if possible.

Summary

1. Remind the reader where she started and why it's time for a change
2. Show the way forward. Give examples of what to do next
3. Paint a picture of what the prospect's life will be like after doing business with you.

Signoff

To initiate this project, we require a signature below and a purchase order for 50% of the setup fee.

I agree to the terms of this proposal:

_____   _____
Prospect Name   Date

_____
Title

Attachments - Case Studies, Testimonials, Spec Sheets