

## Elements of a Sales Proposal

### Cover page

- customer name / logo
- topic of solution proposed
- your name / company name / logo
- date
- if responding to a Request for Proposals, include the RFP info

**Background** – the problem to be solved

**Solution(s)** – details, including pricing

### Your information

- about you and/or your company (photo, bio, vision/values, etc. – include links where appropriate)
- testimonials
- media, link to case study, or other proof of expertise

### Closing page

- thanks
- company info – website/blog link
- social profiles, including links
- contact info