***INSTRUCTIONS: Make a copy of this document and customize it wherever you see words or phrases in brackets. Do NOT request edit access.***



UNSOLICITED SALES BUSINESS PROPOSAL

Prepared For:

[Client Name & Company]

Prepared By:

[Your Name & Company] [Date]

# Table of Contents

[Proposal to [Business Result or Outcome]](#_j2fkit17k2q)

[About [Your Company Name]](#_vn8mg1dostdr)

[Identified Opportunity](#_xu27p31e2gsk)

[Proposed Solution](#_9e12v1ixggda)

[Benefits for [Their Company Name]](#_t9vw77ixlshb)

[Pricing and Terms](#_t7p2hmoq4rzt)

[Why Choose [Your Company Name]?](#_uxv75uc1ymsm)

[Next Steps](#_czsmksr488lb)

## Proposal to [Business Result or Outcome]

**Introduction**

Dear [Recipient Name],

I hope this message finds you well. My name is [Your Name], and I represent [Your Company Name], a [brief description of your business].

As I was researching successful businesses in [industry/area], I came across [Their Company Name]. I was impressed by your [specific achievement/offerings] and wanted to propose an opportunity that could enhance your operations and drive additional growth.

## About [Your Company Name]

At [Your Company Name], we help businesses like yours achieve [specific benefit]. With [number] years of experience in [industry/service], we have successfully partnered with companies to deliver measurable results.

# Identified Opportunity

Based on our research, we noticed that [specific challenge/area for improvement relevant to their business]. Addressing this can significantly [highlight benefit].

For instance, implementing [specific solution] has helped our previous clients achieve:

* [Result 1: e.g., 30% increase in online traffic within three months.]
* [Result 2: e.g., 20% reduction in operational costs.]

## Proposed Solution

We recommend the following tailored solution for your business:

**1. [Solution Component 1]**

Description: [e.g., create a mobile-optimized website to enhance user experience.]

**2. [Solution Component 2]**

Description: [e.g., launch a local SEO strategy to attract customers in your area.]

**3. [Solution Component 3]**

Description: [e.g., implement a customer relationship management system to streamline communication.]

## Benefits for [Their Company Name]

Partnering with [Your Company Name] will help you:

* [Benefit 1: e.g., attract more local customers.]
* [Benefit 2: e.g., improve operational efficiency.]
* [Benefit 3: e.g., stand out from competitors in your market.]

## Pricing and Terms

We offer competitive pricing tailored to small businesses:

| **Service** | **Cost** | **Timeline** |
| --- | --- | --- |
| [Service 1] | $[Amount] | [Duration] |
| [Service 2] | $[Amount] | [Duration] |
| **Estimated Total** | **$[Amount]** | **[Overall Duration]** |

*Note: Special discounts are available for first-time clients.*

# 

## Why Choose [Your Company Name]?

* Proven expertise in [specific industry].
* Tailored solutions to fit your unique needs.
* Affordable and scalable services designed for small businesses.

## Next Steps

I’d love to discuss how we can work together to bring these benefits to your business. Could we schedule a quick call or meeting to explore this further? I’m confident that this partnership will deliver exceptional value for [Their Company Name].

Looking forward to hearing from you!

Warm regards,

[Your Name], [Your Title]

[Your Company Name]

[Your Calendar Link]

[Your Contact Information]

**Attachments:**

* [Attachment 1: e.g., detailed service breakdown]
* [Attachment 2: e.g., project timeline]
* [Attachment 3: e.g., portfolio/case studies]