

A marketing proposal template is a useful tool used by a seller or a service provider before settling terms with any potential client. A marketing proposal template is often considered a key step in complex sales process as it helps the client to understand the service provider's perspective as far as market analysis and other marketing related strategies are concerned.

Sample Marketing Proposal Template

Document number: _____

Date: -/-/--- [dd/mm/yy]

The Buyer: _____

Permanent Address: _____

Working Phone: _____

and

The Seller: _____

Permanent Address: _____

Working Phone: _____

[Contact details of both the parties who are involved in the proposal]

Item of sale/buy: _____ [Name of the merchandise]

Details of proposal:

Overview of the business:

Market Opportunity:

Services and solutions provided:

Marketing strategy:

Details of the products and services:

Acceptance Signature Block:

Sign of Buyer: _____

Sign of Seller: _____ [Both parties are agreeing the proposal
by signing]

Sign of a witness: _____