YOUR  
LOGO

**COMPANY NAME**

SALES-STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your sales strategy development. Our approach combines market insights, sales funnel optimization, and team enablement to boost revenue and align sales execution with business goals.  
  
This proposal outlines a customized sales-strategy engagement for [Client Name].

# Project Objectives

The primary goals are:  
  
- Define a clear and scalable sales strategy  
- Improve sales team performance and consistency  
- Increase lead conversion and customer acquisition  
- Align sales goals with business growth targets

# Proposed Services

Our sales-strategy consulting services include:  
  
- Current state sales assessment  
- Target market and customer journey analysis  
- Sales process and funnel mapping  
- Sales team structure, roles, and KPIs  
- Technology/tool evaluation and enablement plan

# Scope of Work

Scope includes:  
  
- Stakeholder interviews and data review  
- Competitive landscape and opportunity analysis  
- Development of strategic sales framework and roadmap  
- Workshop facilitation and team training (optional)  
- Reporting and handoff materials

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery | Evaluate current sales process and goals | [Start Date] |
| Analysis | Review data, CRM, and team structure | [Date] |
| Strategy Development | Build framework and recommendations | [Date] |
| Delivery | Present sales strategy and supporting materials | [Completion Date] |

# Pricing

Estimated cost breakdown for sales-strategy consulting services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Sales Audit | Assess current sales performance and structure | [Amount] |
| Market & Funnel Analysis | Identify opportunities and gaps | [Amount] |
| Strategy Design | Develop scalable, actionable sales plan | [Amount] |
| Presentation & Training | Deliver strategy and team enablement (optional) | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a consulting firm specializing in revenue strategy, sales operations, and go-to-market enablement.  
  
- Experience: [X] years supporting B2B and B2C sales teams  
- Expertise: Sales strategy, CRM optimization, funnel diagnostics  
- Mission: To help businesses sell smarter, close faster, and grow sustainably

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Sales process redesign for a B2B SaaS company  
- Outcome: 22% increase in conversion rate and 17% faster sales cycle  
  
Testimonial:  
“[Your Company Name] gave us a sales strategy we could actually implement. The clarity and structure transformed how we sell.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon completion.  
Service Scope: Includes assessment, planning, documentation, and optional training.  
Client Responsibilities: Provide access to sales data, systems, and team leaders.  
Adjustments: Changes to scope or timing must be approved in writing.

# Acceptance

To approve this sales-strategy proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_