YOUR  
LOGO

**COMPANY NAME**

PHISHING-SIMULATION TRAINING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to conduct phishing-simulation training for your organization. We specialize in cybersecurity awareness programs that prepare employees to identify and respond to phishing threats.  
  
This proposal outlines our approach to phishing-simulation training for [Client Name].

# Project Objectives

The primary goals are:  
  
- Educate employees on recognizing phishing emails and tactics  
- Simulate real-world phishing attacks in a controlled environment  
- Measure employee susceptibility to phishing attempts  
- Improve overall security posture through behavior change and awareness

# Proposed Services

Our phishing-simulation training services include:  
  
- Development of realistic phishing campaigns  
- Customization based on client industry and user profiles  
- Launch of simulated phishing emails over multiple waves  
- Reporting of click-throughs and response actions  
- Follow-up training for high-risk users  
- Final assessment and metrics summary

# Scope of Work

Scope includes:  
  
- Initial assessment and training plan development  
- Design and deployment of phishing simulations  
- Real-time tracking and user behavior analysis  
- Reporting and recommendations for improved awareness  
- Optional in-person or virtual training sessions

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Setup | Develop campaign strategy and simulation emails | [Start Date] |
| Launch & Monitoring | Deploy phishing simulations and monitor responses | [Date] |
| Training & Reinforcement | Conduct awareness training and provide feedback | [Date] |
| Final Assessment & Reporting | Analyze results and deliver summary report | [Completion Date] |

# Pricing

Estimated cost breakdown for phishing-simulation training services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Planning & Customization | Design phishing scenarios and training plan | [Amount] |
| Simulation Campaigns | Deploy email simulations and track user actions | [Amount] |
| Training & Reinforcement | Conduct awareness training and targeted follow-ups | [Amount] |
| Reporting & Analysis | Deliver performance metrics and recommendations | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leader in cybersecurity education and awareness training.  
  
- Experience: [X] years in information security and end-user training  
- Expertise: Phishing simulations, security behavior analytics, employee awareness  
- Mission: To empower organizations to reduce human risk by building a security-conscious culture

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Phishing training for a financial services firm  
- Outcome: Phishing susceptibility rate dropped from 18% to 3% after two simulation rounds  
  
Testimonial:  
“[Your Company Name] helped us proactively prepare for phishing attacks with targeted training that truly made an impact.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, balance upon completion.  
Service Scope: Includes planning, simulation, training, and reporting.  
Client Responsibilities: Provide access to email environment and employee lists.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

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