YOUR  
LOGO

**COMPANY NAME**

CRM CUSTOMIZATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to customize your Customer Relationship Management (CRM) system. We specialize in tailoring CRM platforms to meet unique business needs, improving efficiency, user adoption, and data-driven decision-making.  
  
This proposal outlines our approach to CRM customization for [Client Name].

# Project Objectives

The primary goals are:  
  
- Align CRM features with business workflows and processes  
- Enhance usability and user experience for your team  
- Improve data management and reporting capabilities  
- Support better customer engagement and retention strategies

# Proposed Services

Our CRM customization services include:  
  
- Business process analysis and requirements gathering  
- Customization of CRM fields, workflows, and dashboards  
- Integration with third-party applications and data sources  
- Development of custom reports and analytics  
- User training and ongoing support

# Scope of Work

Scope includes:  
  
- Initial assessment and stakeholder consultations  
- Design and implementation of CRM customizations  
- Testing and quality assurance  
- User training sessions and documentation  
- Post-implementation support and optimization

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Assessment & Planning | Analyze business processes and define customization requirements | [Start Date] |
| Customization & Development | Implement custom fields, workflows, and integrations | [Date] |
| Testing & Quality Assurance | Conduct user testing and refine customizations | [Date] |
| Training & Support | Provide user training and post-implementation support | [Completion Date] |

# Pricing

Estimated cost breakdown for CRM customization services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Business Analysis & Planning | Define customization needs and project scope | [Amount] |
| Customization & Integration | Implement CRM modifications and third-party integrations | [Amount] |
| Testing & Deployment | Ensure customizations meet business requirements | [Amount] |
| Training & Support | Train users and provide ongoing support | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a trusted provider of CRM consulting and customization services.  
  
- Experience: [X] years in CRM implementations and customizations  
- Expertise: Salesforce, HubSpot, Zoho, and other CRM platforms  
- Mission: To empower businesses with CRM solutions that drive growth and enhance customer relationships

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: CRM customization for a mid-sized services company  
- Outcome: Improved sales pipeline visibility and reduced administrative tasks by 30%  
  
Testimonial:  
“[Your Company Name] transformed our CRM into a powerful business tool that perfectly fits our processes.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes customization, integration, training, and support.  
Client Responsibilities: Provide access to CRM systems and key stakeholder input.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

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