

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:

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Market Opportunity:

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Services and solutions provided:

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Marketing strategy:

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Details of the products and services:

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**Acceptance Signature Block:**

Sign of Buyer: \_\_\_\_\_

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

Sign of a witness: \_\_\_\_\_