

Business Proposal Letter

Template Example

Romy Bailey
Haven Manufacturing Group
San Jose, California
Date: 02/14/20XX

Dear Romy Bailey,

Thank you for the opportunity to present this proposal for leadership development services. Alpha Performance Solutions is pleased to submit this plan to support the growth and effectiveness of your frontline leadership teams.

Proposal Overview

This proposal outlines a 12-week blended learning program to equip the shift supervisors and team leads of Haven Manufacturing with practical leadership tools. The goal of the program is to improve communication, team cohesion, and supervisor effectiveness across your three southeastern plant locations.

Client Need and Objective

Haven faces inconsistent supervisory practices, especially around feedback, conflict resolution, and accountability. Our shared objective is to reduce turnover and enable leaders to drive more consistent performance on the shop floor.

Proposed Solution

Alpha will deliver a customized Foundations of Frontline Leadership program, combining workshops, team exercises, and digital coaching. Optional 360 feedback and train-the-trainer tools are also available for internal sustainability.

Expected Outcomes

Supervisors will gain actionable management skills and increased confidence. The program expects to reduce supervisor attrition, strengthen team communication, and create a scalable leadership development model.

Scope of Work and Timeline

The program will run for 12 weeks. Alpha will handle all planning, delivery, and reporting. The first session's target launch occurs on March 15, 20XX. We will deliver a final report two weeks after program completion.

Investment and Terms

The total investment for Cohort 1 is \$17,200. A 50 percent deposit reserves program dates, with the balance due for the final session.

Why Us and Next Steps

Alpha Performance Solutions brings over 12 years of experience working with industrial and operations clients. We combine practical delivery with measurable outcomes. Please let us know if you are ready to proceed — we are holding your preferred launch date and look forward to final confirmation.

Sincerely,

Sasha Petrov
Alpha Performance Solutions
spetrov@alphaperformance.com | (888) 555-9234

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Proposed Solution

Expected Outcomes

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