**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**

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| 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**

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| 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**

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| 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**

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| 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**

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| 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**

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| 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**

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| 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

**Business Proposal Letter Template**

Client Name

Client Company

Company Location

Date: MM/DD/YY

Dear (Client’s Name),

Thank you for the opportunity to present this proposal for [Project Name or Engagement Type]. I look forward to the possibility of partnering with your team to deliver measurable outcomes aligned with your business goals.

**Proposal Overview** *Briefly summarize what this proposal is about and the business context for the engagement.*

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**Client Need and Objective** *Define the business problem or opportunity and what the client hopes to achieve.*

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**Proposed Solution** *Summarize what you’re offering to meet the client’s objective.*

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**Expected Outcomes** *Clarify the value the client can expect to gain if the proposal is approved.*

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**Scope of Work and Timeline** *Briefly list deliverables and timeline expectations.*

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**Investment and Terms** *Share high-level cost and payment terms.*

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**Why Us and Next Steps** *Reinforce credibility and guide the client on how to move forward.*

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|  |

Sincerely,

Name

Company

Email | Phone

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