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OBJECTIVE

A business proposal is a written offer from a seller to a prospective buyer.

Business proposals are often a key step in the complex sales process—i.e., whenever a buyer considers more than price in a purchase.

A proposal puts the buyer's requirements in a context that favors the seller's products and services, and educates the buyer about the capabilities of the seller in satisfying their needs.

The professional organization devoted to the advancement of the art and science of proposal development is the Association of Proposal Management Professionals.

VERSES

New or inexperienced project managers can use this generic example of a project proposal to help create and develop their own proposals.

Get your project proposal noticed! The following project proposal outline is in a generic format so it can be applied to several kinds of circumstances and projects.

SUMMARY

As you sit down to write your own document keep in mind that although some details will necessarily change to accommodate your particular project type, scope, and industry, the general structure is more or less the same for any kind of project proposal.

Included in each section are also a few tips and examples to help you produce a proposal that is clear, accurate, and focused.