

# Sales proposal



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Introduction There is an enquiry for an air conditioner from a The requirement is immediate. The customer has to travel overseas the next day. The sales proposal has to be made right away. The customer resides in an area which falls in my jurisdiction. The proposal must meet customer's requirements to his satisfaction. The customer has provided his name and address and wants a top class air conditioner.

The solution lies in responding to the customer's need as quickly as possible on the same day and making delivery the next day. Before the order is placed, the customer needs a presentation and I must visit him with my proposal. The brochures containing information about the different models of air conditioners are with me. All I need to do is make a concise proposal and hand it to the customer along with the prices and the brochure.

### The Solution

The proposal must be made in a letter that is not more than two pages in length. The proposal begins with the reference to the customer's verbal enquiry, and goes on to thank him for the same. The range of the air conditioners is divided into three categories, as top class, medium level, and the regular air conditioners.

The concentration is on the top class air conditioners because that is what the customer wants. The customer is not particular about the price of the air conditioner.

I arm myself with all the information and brochures of the top class air conditioners. I also take with me a few brochures of the medium and the regular ranges. The literature containing my proposal and the brochures are packed into my brief case. I neatly place two ball pens at the slots provided

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inside the brief case.

The proposal provides the main features of the air conditioners and requests the customer to refer to the brochures for more details. The proposal is careful to mention the advantages of the company's air conditioners compared to the other air conditioners available in the market. I take a blank proforma invoice with me so that when the order is placed the customer gets the proforma invoice against which he can make the payment. I will send him the regular bill with the air conditioner.

#### Conclusion

It is 4. 00 pm and I am at the customer's residence. I politely introduce myself and enter the residence. I open my brief case and hand him my proposal and the brochures. The customer goes through the proposal in silence. Then he asks me how much time it would take for the air conditioner to be fitted in his bedroom. I tell him it would take about an hour. He asks me some more routine questions and I answer them politely.

I then convince him about the benefits of the air conditioner and the changes he can expect in his residence with the new air conditioner. I also assure him of the long term, problem-free services he can expect from the air conditioner. The customer is convinced. I fill the blank columns in the proforma invoice, hand it to him, and accept the customer's payment in cheque.

I assure the customer that he will get the air conditioner at the due time in his residence the following day. I thank him for the order and leave the residence.

Source:

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Brad Douglas, Write a successful sales proposal, <http://office.microsoft.com/en-us/word/HA012054111033.aspx>