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**SPONSORSHIP PROPOSAL TEMPLATE**

**August 25, 2022**

# summary

Your Company is pleased to submit this proposal for services to support Client’s Company in achieving its goals for improving customer satisfaction by providing training and post-sales support for its new order entry and fulfillment system. We have partnered with dozens of small businesses throughout the Northeast—businesses committed to improving the customer experience through convenience, accuracy of orders, and timely delivery.

## OBJECTIVE

* Need #1: improve response time for customer questions
* Need #2: improve upon weaknesses in upsell/cross-sell volumes
* Need #3: rapid training for staff on new system

## OPPORTUNITIES

* Goal #1: Train all CSRs on new system within 6 weeks of go-live date
* Goal #2: Integrate sales training with functional training on new system
* Goal #3: Monitor sales volume, return rates, and key satisfaction metrics for 6 weeks following training

# PROPOSAL

Client’s Company has a well-deserved reputation for quality customer service. However, faced with changes in distribution systems, economic impacts to transportation and logistics, and limitations that prevent taking full advantage of improvements in technology, Client’s Company faces the possibility of decreasing sales revenues due customer perceptions of slow delivery and services.

We have developed solutions to help businesses stay ahead of customer satisfaction trends and propose that Client’s Company implement a logistics solution focused on JIT order management and automation of many manual steps in your delivery process. Our solution easily integrates with a wide range of off-the-shelf CRM solutions and can enable Client’s Company to fully realize the benefits of improved productivity throughout the entire sales cycle. Most importantly, we provide the training and support for this new solution that ensures your staff can ramp up quickly and realize concrete improvements in sales closure, customer satisfaction, and sales metrics.

## STRATEGY

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

**DELIVERABLES**

Following is a complete list of all project deliverables:

|  |  |
| --- | --- |
| Deliverable | Description |
| Deliverable #1 | Brief description |
|  |  |
|  |  |

## TIMELINE

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

|  |  |
| --- | --- |
|  | In the table that follows, include all important dates related to the project, broken down by date and duration. The descriptions shown are for illustration purposes only: replace them with meaningful descriptions related to your project. Items can include such things as payment and project milestones, installation schedules, meetings, or reviews. |

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| Project Start |  |  |  |
| Milestone 1 |  |  |  |
| Milestone 2 |  |  |  |
| Phase 1 Complete |  |  |  |
| Milestone 3 |  |  |  |
| Milestone 4 |  |  |  |
| Phase 2 Complete |  |  |  |
| Milestone 5 |  |  |  |
| Milestone 6 |  |  |  |
| Project End |  |  |  |

# EXPECTED OUTCOMES

|  |  |
| --- | --- |
|  | Describe the results expected from the project and why your approach will achieve those results. |

We expect our proposed solution to Client’s Company’s requirements to provide the following results:

## BENEFITS

* Result #1: Brief description of desired result
* Result #2: Brief description of desired result
* Result #3: Brief description of desired result
* Result #1: Brief description of desired result
* Result #2: Brief description of desired result
* Result #3: Brief description of desired result

# SPONSORSHIP COST

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for ## days from the date of this proposal:

|  |  |
| --- | --- |
| Services Cost Category #1 | Price |
| Item Description | $0,000.00 |
|  |  |
|  |  |
| Total Services **Category #1** Costs | $0,000.00 |
| **Services Cost Category #2** |  |
| Facilities |  |
| License Fees |  |
| Equipment Rental |  |
| Training |  |
| Travel |  |
| Marketing |  |
| Shipping/Handling |  |
| Total Services **Category #2** Costs |  |
| **Services Cost Category #3** |  |
|  |  |
| Total Services **Category #3** Costs |  |
| Total |  |