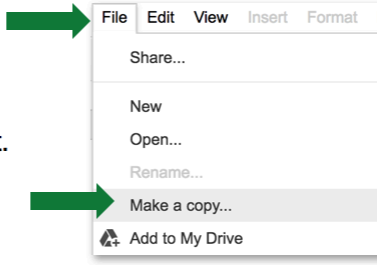


How to use this template:

This is a view-only file and cannot be edited.

Create your own copy of this template to edit.

In the menu, click **File > Make a copy...**



Business Proposal Template Example

Try smartsheet for free



Business Proposal

Business Proposal
Proposal For: Haven Manufacturing Group
Proposed By: Alpha Performance Solutions
Contact Information: spetrov@alphaperformance.com | (888) 555-9234
Date: February 14, 20XX
Proposal ID: APS-HMG-20XX-0214

Contents

Executive Summary..... 3

Problem Statement and Client Need..... 3

Proposed Solution..... 4

Benefits and Value Proposition..... 4

Scope of Work and Deliverables..... 5

Pricing and Investment..... 5

Timeline..... 6

Terms and Conditions..... 8

Call to Action and Acceptance..... 8

Appendices..... 8

Executive Summary

Client Overview	Haven Manufacturing Group is a family-owned industrial parts manufacturer operating three regional plants in the southeastern United States. The company employs over 700 staff and invests in internal leadership development.
Objective	The organization aims to elevate frontline leadership capability to support succession planning, reduce team conflict, and increase supervisor effectiveness across production lines.
Proposed Solutions	Alpha Performance Solutions proposes a customized 12-week leadership training program, delivered on-site and virtually, focused on communication, performance coaching, and team management.
Key Outcomes	The program will improve supervisor confidence and engagement, reduce production-related conflict by 35 percent, and establish a scalable leadership framework for long-term talent development.
Call to Action	We are available to initiate the first onboarding session in March 20XX and would be pleased to confirm your team's kickoff availability.

Problem Statement and Client Need

Current Situation	Internal feedback and employee engagement data indicate inconsistent leadership practices across shift leads and frontline managers. Supervisors have minimal training in people management, and promotions occur without structured onboarding.
Business Impact	The result has been high supervisor turnover, increased absenteeism among hourly staff, and a measurable dip in team productivity across two of the three plants.
Source and Validation	In January 20XX, Alpha conducted five listening sessions and reviewed anonymous survey data from Human Resources. Over 60 percent of frontline workers cited a lack of consistent supervisor feedback as a key frustration.

Proposed Solution

Component	Explanation
Solution Title	Foundations of Frontline Leadership Program
Overview	A 12-week, modular learning program combining live instruction, online modules, and coaching check-ins
Alignment to Need	Designed to equip newly promoted and existing supervisors with actionable skills that align with Haven's culture and goals
Key Features	Live workshops, scenario-based simulations, team assignments, and digital resource library
Optional Add-Ons	Train-the-trainer certification, 360 feedback assessments, and post-program mentoring

Benefits and Value Proposition

Benefit Category	Client Value
Operational	Reduce performance inconsistencies and improves accountability on the shop floor.
Financial	Decrease turnover and rework costs associated with mismanaged teams.
Strategic	Create a sustainable leadership pipeline that aligns to long-term succession goals.
End-User Impact	Improve supervisor-employee relationships and employee engagement.
Support and Service	Gain access to digital coaching tools and ongoing support from Alpha's facilitation team.

Scope of Work and Deliverables

Phase	Description	Timeline	Owner
Phase 1	Stakeholder alignment, curriculum tailoring, onboarding	Weeks 1–2	Learning Consultant
Phase 2	Initial cohort launch, module delivery, participant tracking	Weeks 3–6	Facilitation Lead
Phase 3	Midpoint review and coaching touchpoints	Week 7	Program Coach
Phase 4	Final sessions, capstone projects, and evaluations	Weeks 8–12	Alpha Program Manager
Phase 5	Post-program analysis and reporting	Week 13	Client Success Lead

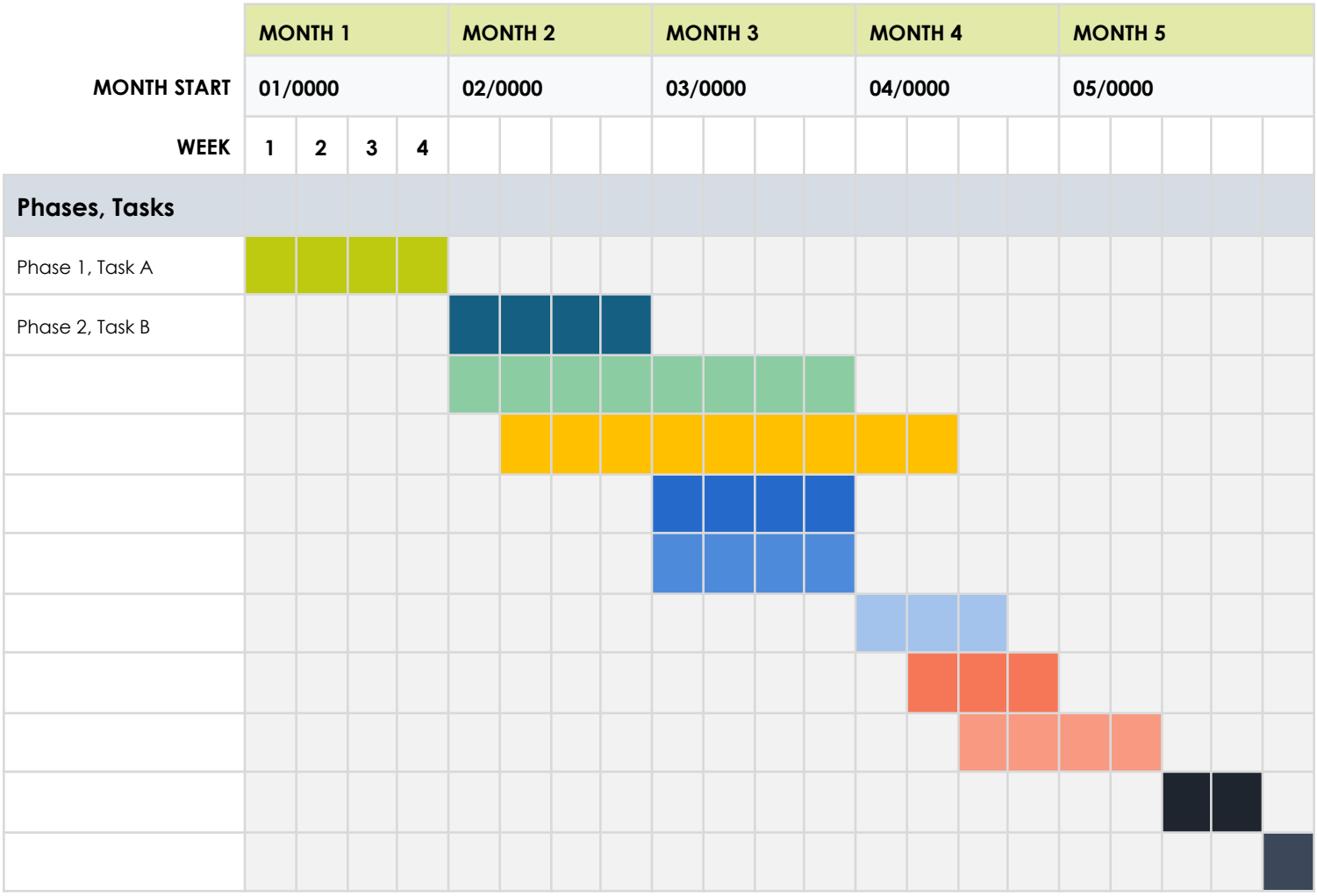
Pricing and Investment

Service / Item	Quantity / Period	Unit Cost	Line Total
Leadership Program – Cohort 1	12 weeks	$12,000	$12,000
Online Learning Platform Access	6 months	$1,200	$1,200
Coaching Support and Materials	One-time	$1,000	$1,000
Optional Add-On: 360 Assessments	Per participant	$250	$3,000
Total Investment			**$17,200**

Payment Terms
50% deposit upon agreement. Balance due upon program delivery.

Timeline

Milestone	Target Date	Notes
Agreement Finalized	March 1, 20XX	Allows for onboarding, curriculum prep, and team alignment.
Program Kickoff – Cohort 1	March 15, 20XX	The first session begins.
Midpoint Coaching and Survey	April 26, 20XX	Capture early progress and feedback.
Final Module Delivered	May 31, 20XX	Includes capstone presentation and program wrap-up.
Final Report Submitted	June 15, 20XX	Includes analytics, completion rates, and insights.



Terms and Conditions

Clause	Description
Proposal Validity	This proposal is valid through March 31, 20XX.
Scope Changes	Request all changes in writing with agreement by both parties.
Payment Terms	See the payment section above. Bill additional services separately as agreed.
Confidentiality	Keep all proprietary client and participant data confidential.
Support Terms	Program-related support is available Monday through Friday, 8 a.m. to 6 p.m. EST.

Call to Action and Acceptance

Item	Description
Next Step	Sign and return this proposal to initiate scheduling and onboarding.
Client Signature	
Provider Signature	
Primary Contact	Sasha Petrov, Program Director – spetrov@alphaperformance.com

Appendices

Appendix	Description
Appendix A	Sample Curriculum Outline and Module Objectives
Appendix B	Participant Evaluation Template and Feedback Form
Appendix C	Terms of Service and Cancellation Policy
Appendix D	Case Study: Similar Program Success at Tech Industries

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.