

# **Propose It!**

## **v2.0**

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**This is NOT free software. This is  
NOT public domain software. This  
is shareware: you are expected to  
pay a registration fee to the  
author of this program if you find  
it useful. See registration  
details in the REGISTER file**

**PLEASE READ  
"USER'S GUIDE"**

**Registration has great benefits:**

- 1. User's Guide**
- 2. Latest version of Business Plan Master**
- 3. Bonus diskette**

#### **4. More programs!**

«DATA Merge File (Word)»

# Overview

[Your Company]

456 That Street  
Timbuktu, Egypt

John Doe  
Marketing Representative  
(000) 555-1212

[DATE]

## Table of Contents

Product Information.....	2
Pricing.....	3
Support Team.....	4
Corporate Overview.....	5
References.....	6

## Product Information

*Insert complete product information here. A good source for text is your own marketing materials, brochures, handouts, marketing department, old proposals, etc. Make sure you follow the old rule of listing features and benefits.*

## EXAMPLE

### **Accounting Codes**

After each call, [Your Company] dials a 2 or 3-digit accounting code that you assign. The code identifies the call on the invoice as belonging to a particular department, client or project. Calls cannot be completed if the code is not entered. You can assign or reassign up to 999 accounting codes as needed.

### Benefits

- Helps you identify abuse through accountability.
- Lets you bill back long distance charges by client, department or project.
- Saves accounting time and costs by detailing the invoice for you.
- Because you have up to 999 accounting codes, you have

all the flexibility you need to assign and reassign codes as needed. The control is in your hands.

## Pricing

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[THIS IS WHERE YOU WILL WANT TO INCLUDE YOUR  
GENERAL PRICING INFORMATION.]



## Support Team

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Premier customer service is an area in which we have a long-standing reputation for excellence. [Your Company] will provide «COMPANY» with all the support necessary to guarantee a proactive rather than a reactive level of service. This means that [Your Company] can and will meet any change in your needs.

Although our products make us a better {...} company, it is our people who set us apart. The members of the following [Your Company]'s Support Team will be personally responsible for assuring that all «COMPANY»'s objectives are met.

### **John Doe**

Senior Account Executive. Leader of your Support Team. Responsible for developing customer product applications and solutions. Recommends most efficient and effective [Your Company] solution. Overall responsibility for account management. Please call ...

### **Richard Roe**

Customer Service. Responsible for coordinating shipment, installation, implementation, provides on-going customer service contact, handles billing inquiries and adjustments.

Please call ...

## **Joe Dokes**

Technical Support. Responsible for designing your custom product, plan, etc, so that you receive the greatest possible benefit from your [Your Company] product, service and to provide data and technical support to your support team. Please call ...

## **Customer Service Hot Line**

A «COMPANY» Customer Service Representative is available seven days a week, 24 hours a day to handle any problems with your service and product. Please call ...

## Corporate Overview

*A thorough history of your company*

Include:

Date of Founding

Where corporate headquarters are located

Scope - how many countries, amount of revenue, etc.

Number of employees

Organization of company

Technical accomplishments - if applicable.

Product innovations, if applicable

Company objective

Capabilities

Short summary of basic products

## References

*I think it goes without saying that only put those companies or individuals on this list that you have previously contacted and have given their approval to be used as references. A neat little trick some people use is to call the ones listed last so make sure that they all are good references.*