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# Overview

ABC Company

456 That Street  
Timbuktu, Egypt

John Doe  
Marketing Representative  
(000) 555-1212

[DATE]

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## 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, ABC 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

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

## Support Team

Premier customer service is an area in which we have a long-standing reputation for excellence. ABC Company will provide your company with all the support necessary to guarantee a proactive rather than a reactive level of service. This means that ABC 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 ABC Company's Support Team will be personally responsible for assuring that all your 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 ABC 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 ABC Company product, service and to provide data and technical support to your support team. Please call ...

### **Customer Service Hot Line**

An ABC Company Customer Service Representative is available seven days a week, 24 hours a day to handle any problems with your service and product.

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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.*