

.....
: :
: Copyright (c) 1991,1992 :
: David A. Works :
: All Rights Reserved:
: :
: 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 :
: find it useful. See registration :
: details in the REGISTER.ME file:
: :
.....

PROPOSE IT! V2.0
OVERVIEW
Microsoft Works 2.0

PLEASE READ
"USER'S GUIDE"

Registration has great benefits:

1. User's Guide
2. Latest version of Propose It!
3. Bonus diskette
4. More Programs! (See REGISTER.ME)

Overview

ABC Company

456 That Street
Timbuktu, Egypt

John Doe
Marketing Representative
(000) 555-1212

Table of Contents

Product Information.....	4
Pricing.....	6
Corporate Overview.....	8
References.....	9

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 555-1212.

Richard Roe

Customer Service. Responsible for coordinating shipment, installation, implementation, provides on-going customer service contact, handles billing inquiries and adjustments. Please call 555-1212

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 555-1212.

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. Please call 555-1212

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.