



PROPOSAL KIT SAMPLE

Basic Product Sales Sample Proposal

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Cover Letter, Title Page, Table of Contents, Benefits, Features, Recycling, Price List, About Us, Products, Awards and Achievements, Guarantee, Back Page

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This sample is intended for use as a guide for you to get ideas on how to create your own. Most documents will start with a Cover Letter, Title Page, Executive or Client Summary and a Cost Summary or Estimate then will include additional chapters as needed.

Read this article for more help - [How to Write a Product Sales Proposal](#)

Jasmine Knowles
Owner
Jasmine's House of Beauty
451 Alameda
Santa Fe, NM 87501

Ms. Knowles,

As the owner of a local beauty salon, I know you care about the health and happiness of your clients, and I know that you appreciate the value of doing business in your own neighborhood.

Like all salon owners, you need to keep your premises sparkling clean. As I'm sure you are aware, many cleaning supplies contain toxic ingredients or perfumes or additives to which many people are sensitive.

I'm pleased to offer you this opportunity to purchase non-toxic, environmentally friendly, hypoallergenic cleaning products from a local Santa Fe merchant. We're your neighbors!

If you place an order with us before September 1, we will give you a complimentary bottle of SF Natural Glass Cleaner—perfect for cleaning mirrors, countertops, and so much more, with absolutely no scent left behind. On orders of \$50 or more, we deliver right to your door for no extra charge, and we will pick up your empty containers at the same time if you like.

Please review the enclosed product list and give us a call. We look forward to establishing a long, mutually beneficial relationship with you as we already have with so many of our neighbors. As the saying goes, "Buy Local!"

Sincerely,

Seth Jordan
Owner
Aquafresh Cleaning Supplies
555-555-5555
sethjordan@AquafreshCleaningSupplies.com
www.AquafreshCleaningSupplies.com

A large, dynamic splash of water in shades of blue and white, starting from the left side and curving across the bottom of the page. Numerous small water droplets are scattered throughout the scene, creating a sense of movement and freshness.

Proposal

Aquafresh Eco Friendly Cleaning Products

Prepared for: Jasmine Knowles
Owner

Prepared by: Seth Jordan
Owner



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Products

Aquafresh Cleaning Supplies produces the following eco-friendly products at our home-based facility here in Santa Fe, NM.

“Risk free guarantee!”

- **SF Natural Floor Cleaner**

This concentrated solution contains natural citrus oils as well as herbal and mineral ingredients. One cup added to a gallon of water will easily clean a floor area up to 1000 square feet. Leaves tile or vinyl floors squeaky clean with a satiny glow. While in use, the solution has the scent of a fresh lemon. The scent completely dissipates after drying.

- **SF Natural Glass Cleaner**

Nothing leaves mirrors, windows, and countertops cleaner than our all-natural glass cleaner. And unlike most glass cleaners, you’ll never detect an acrid odor after using it. For best results, use with our SF Glass Cleaning Gadget and SF Glass Cleaning Pads.

- **SF Natural Wood Cleaner**

Wood surfaces require special attention to keep them from drying out and appearing dull. Our wood cleaner contains just the right mix of natural cleaning ingredients and natural oils to keep your wood furniture, frames, and floors looking as good as new. While applying, you’ll enjoy the faint aroma of fresh oranges. No scent remains after drying. Best when used with our SF Wood Buffer Pads.

- **SF Natural Dish Soap**

Only natural ingredients will touch your dishes when you use this soap to wash up. You’ll be amazed at how your plates, glasses, and cutlery sparkle. A teaspoon of this soap added to a cup of water is also perfect for general household cleaning in kitchens and baths. It’s biodegradable, too, so you can feel good about using it in your home or business.



- SF Natural Laundry Soap

Sensitive skin? Then you'll appreciate our laundry soap, which gets your clothes spotless while leaving no residue or scent behind. And it's completely biodegradable, so the wastewater won't harm the environment.

- SF Glass Cleaning Gadget

This ergonomically designed gadget makes cleaning vertical surfaces like windows and mirrors easy, and the special pads are easy to attach and remove. Each gadget comes with five SF Glass Cleaning Pads. Additional packs are sold below.

- SF Floor/Glass Cleaning Pads

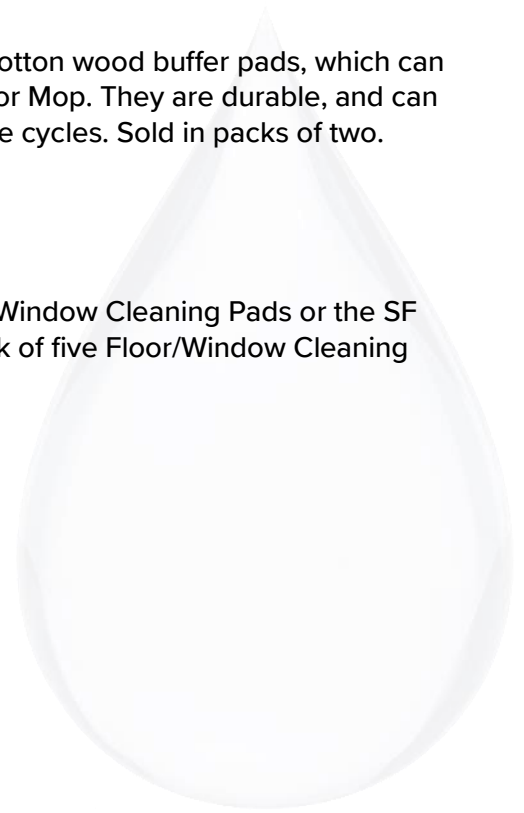
These cleaning pads are made from recycled paper. Their special weave is perfect for buffing smooth surfaces to a mirror-perfect shine. Pads can be hand held or attached to the SF Glass Cleaning Gadget or SF Floor Mop. Sold in packs of five.

- SF Wood Buffer Pads

To bring out wood's natural glow, use our all-cotton wood buffer pads, which can be held in your hand or attached to our SF Floor Mop. They are durable, and can even be washed and dried in standard machine cycles. Sold in packs of two.

- SF Floor Mop

Our SF Floor Mop can use either the SF Floor/Window Cleaning Pads or the SF Wood Buffer Pads. The mop comes with a pack of five Floor/Window Cleaning Pads.





Aquafresh Cleaning Supplies is pleased to offer the following guarantee:

**If you don't love one of our products, return it and
we'll give you your money back.**

That's it! There's no time limit after purchase. You don't need to provide the dated sales receipt or keep the bar code from the packaging. You don't even need to tell us the reason why you want to return the product, although we always appreciate comments from our customers to help us improve our product line. All we ask is that you return the unused portion of the product in its original container for our recycling program.

So there's no risk to trying our products. You can't go wrong by ordering from Aquafresh Cleaning Supplies.





Benefits

What are the benefits of using Aquafresh Cleaning Supplies instead of a competitor's products?

- **Our products are safe for chemically sensitive individuals.** – More and more adults and children are developing sensitivities to chemicals and plastics in the environment. Our products do not contribute to asthma, skin rashes, or other allergic problems that people often suffer with competing products.
- **Our products are better for the environment.** – Feel good about using our products. They're biodegradable and will not pollute our land and streams.
- **Our products save you money.** – Our solutions are concentrated, so you'll use less of them. Plus, with every order over \$50, we'll deliver right to your doorstep for free.
- **Our products do not compete for attention.** – Our products leave no discernable odors in the air, so they will not compete with scented candles, perfumes, or natural scents that you may prefer in your home or place of business.
- **We recycle for you.** – Whenever you empty a container from Aquafresh Cleaning Supplies, simply save it for us and we'll pick it up the next time we deliver products for you. This saves you time and recycling expense. We may re-use a container, but rest assured that it will be thoroughly cleaned before being refilled.
- **We restock for you.** – We're happy to refill your Aquafresh Cleaning Supplies whenever your inventory gets low. Simply let us know that you'd like this service and we'll stop by once a week to replenish any stock you may need.
- **We offer regular specials.** – There's always a discount available on one or more of our products. We let our customers know what's on special each week through our website or when one of our service professionals stops by your home or business.
- **We contribute to the local economy.** – Why send your hard-earned money to some manufacturer in China? We're your neighbors, and the profits from our business are reinvested into our local economy. We're proud to be good citizens of Santa Fe, NM.

Call us today and get started receiving all these benefits!

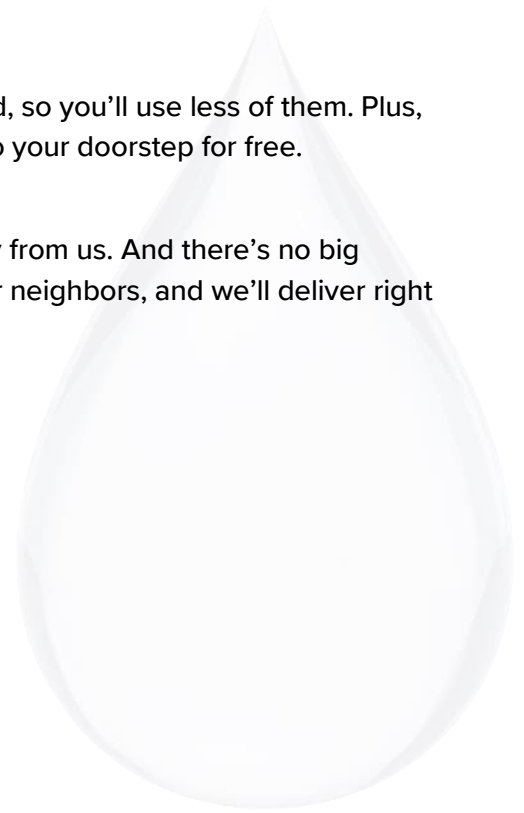




Features

Following is a brief synopsis of the major features of our products:

- **100% natural** – We use only natural nontoxic ingredients in our cleaning solutions. Our cleaning and buffer pads are made from recycled and natural materials.
- **Odorless** – Your customers or clients will not sniff the air and ask “What’s that smell?” when you use our products. The natural light citrus scent in some of our cleaning products dissipates on drying.
- **Effective** – You’ll be happy with how well our products clean—or you’ll get your money back!
- **Spill-proof containers** – Our containers are either gallon bottles with easy-pour spouts and lids that can’t accidentally pop off, or spray bottles with easy-to-squeeze triggers.
- **Inexpensive** – Our solutions are concentrated, so you’ll use less of them. Plus, with every order over \$50, we’ll deliver right to your doorstep for free.
- **Local** – There’s no time wasted when you buy from us. And there’s no big expense and burden with shipping. We’re your neighbors, and we’ll deliver right to your doorstep!





Price List

We strive to keep our prices low. Note that with orders of \$50 or more, we'll deliver to your doorstep, and we'll gladly pick up and recycle any of our empty containers.

Product	Size	Price
SF Natural Floor Cleaner	One Gallon	\$15.95/4 or more - \$13.95/gallon
SF Natural Glass Cleaner	22 oz spray bottle	\$7.95/4 or more - \$6.95/bottle
SF Natural Wood Cleaner	One Gallon	\$15.95/4 or more - \$13.95/gallon
SF Natural Dish Soap	22 oz squeeze bottle	\$7.95/4 or more - \$6.95/bottle
SF Natural Laundry Soap	One Gallon	\$9.95/4 or more - \$7.95/gallon
SF Glass Cleaning Gadget and 5-pack of Cleaning Pads	One Unit	\$9.95/2 or more - \$8.95 each
SF Floor/Glass Cleaning Pads	5 Per Pack	One Pack - \$4.95/4 or more packs- \$3.95/pack
SF Wood Buffer Pads	2 Per Pack	One pack - \$4.95/4 or more packs- \$3.95/pack
SF Floor Mop	One Unit	\$10.95/2 or more - \$9.95 each

Our Guarantee

If you don't love our products, return them and we'll give you your money back.





Recycling

At Aquafresh Cleaning Supplies, we place great importance on living in harmony with the environment. That means we are enthusiastic about reusing products whenever possible. We are proud of our recycling programs.

We Use Recycled Materials to Package Our Products

For our plastic and glass containers, we buy products from OneMoreTime Containers in Albuquerque. All their products are guaranteed to contain at least 50% recycled materials.

We strive to keep boxes and secondary packaging at an absolute minimum. When shipping items or delivering large quantities of items, we use recycled cardboard boxes from Boxes2Boxes, which creates their products right here in Santa Fe.

Recycling Our Own Containers

If you routinely order from us, simply save the containers from our products and we'll pick those containers up when we deliver your next order. We recycle for you!

The used bottles we pick up are sorted at our factory. Those that are damaged and unusable are separated into bins and returned to OneMoreTime Containers. There they will be crushed, melted, and molded into new bottles. Bottles that are undamaged are cleaned at our factory using our special jetted machines, and then refilled and capped with new seals.

The Benefits

Recycling saves our company money, which we pass along to you in the form of lower costs. But most importantly, recycling saves on waste that might otherwise litter our streets, pollute our waterways, and clog up our landfills. Recycling saves trees and doesn't deplete our petroleum supply, helping to reserve oil for transportation and heating needs. We have only one planet, and at Aquafresh Cleaning Supplies, we do our part to protect it. When you order from us, you're helping that effort, too.





About Us

Aquafresh Cleaning Supplies is a family-owned company that has been in business in Santa Fe for more than thirty years.

Our mission is to develop and sell products that help you keep your personal and business environment clean and healthy while protecting the natural environment that we all share. That's why we have developed our eco-friendly line of cleaning products, and why we continue to work on bringing out more innovative products every year.

More than 700 businesses and households in the Santa Fe area use our products, and we ship products to more than 3,000 locations in the U.S. and Canada every year.

Aquafresh Cleaning Supplies was founded in 1981 and employs 73 people with good salaries and full benefits.

Aquafresh Cleaning Supplies is headquartered in Santa Fe. We create our products here, and we distribute from our warehouse here. We are a truly local business, with all profits benefitting the local community.

Products – Our cleaning supplies are eco-friendly and safe for use by chemically-sensitive individuals. See the Products page for a complete list of the supplies we offer.

Services – When you order regularly, we deliver our products to your door, and we pick up all your empty Aquafresh Cleaning Supplies containers, doing your recycling for you. We also offer monthly bonus products and sale prices to our customers.

How to Contact Aquafresh Cleaning Supplies - If you need to contact us for any reason, you can reach us at:

Aquafresh Cleaning Supplies
174 Vista Drive
Suite #200
Santa Fe, NM 87501

Phone: 555-555-5555

E-Mail: sethjordan@AquafreshCleaningSupplies.com

URL: www.AquafreshCleaningSupplies.com





Awards and Achievements

Aquafresh Cleaning Supplies has received a number of awards for outstanding performance in our industry. We are proud to list these achievements below:

Recent Awards

- Clean & Green Lifetime Achievement

Although we certainly don't believe our company's "lifetime" is complete, we are proud to accept this award for our decades of dedication to creating nontoxic, eco-friendly products.

"Aquafresh Cleaning Supplies was at the forefront of environmental awareness before it was politically correct, and the company has maintained its leadership by creating amazing new products every year." – Richard Quale, Clean & Green Committee Chairman

- NonScents Champion of the Year

This award is presented to U.S. companies that produce products with no added perfumes or lingering odors.

"Few organizations recognize the problem of polluting the air with perfumes. If more companies made scent-free products like Aquafresh Cleaning Supplies's, we'd all breathe a lot easier." – Suzanna York, NonScents Committee Spokesperson



Past Awards

- RecycleNM Excellence in Efficiency Award

This award is given to New Mexico companies that practice efficient recycling in their production and shipping.

"If you visit the Aquafresh Cleaning Supplies factory, it's easy to see why they've won this award for the last five years running." – Pamela Acorn, President of RecycleNM

- Best New Cleaning Product

This award is given by the American Cleaning Products Association for a new product that exceeds cleaning standards. Extra points are given for eco-friendly manufacturing practices and nontoxic ingredients. Aquafresh Cleaning Supplies has won this award for five of our products.

"What can we say? Aquafresh Cleaning Supplies has done it again!" – Simon Berrant, Spokesperson for ACPA



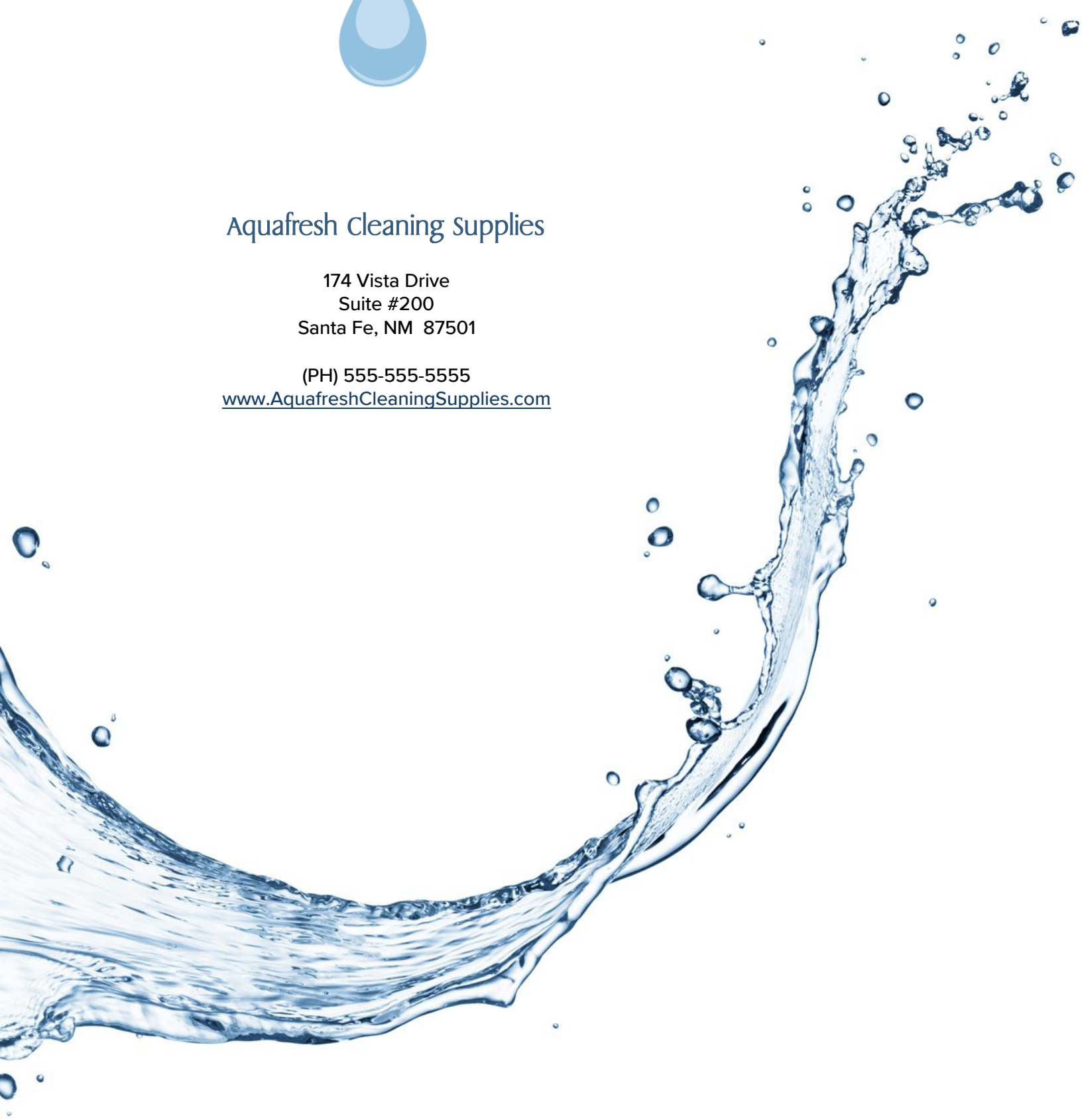


Aquafresh Cleaning supplies

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