



PROPOSAL KIT SAMPLE

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Executive Summary

<< An executive summary should present the highlights of your proposal in concise language and should present information in the same order as it appears in your proposal. Some reviewers may not read beyond the executive summary, so ensure that the information you provide is easily understood, sounds attractive to the reviewer, and accurately represents your ideas. Save technical language and detailed information for other pages within your proposal. >>

The Objective...

<< Include a purpose statement that covers the problem and the central idea. This shows the reviewer that you have thoughtfully considered the specific issues. Restate the client's needs as determined by reading the RFP or reviewing your previous interview notes. >>

- ◆ **Need #1:** << Insert need # 1 statement here (e.g., "Reduce the amount of records stored and storage of duplicate documents.") >>
- ◆ **Need #2:** << Insert need # 2 statement here (e.g., "Reduce licensing and upgrade cost for multiple online document repositories.") >>
- ◆ **Need #3:** << Insert need # 3 statement here (e.g., "Improve retention of organizational knowledge when staff leave or retire. Improve access by all appropriate staff to documents in paper and electronic filing systems.") >>

The Opportunity...

<< Include the major points of analysis and identify the opportunity. Restate the client's goals you identified previously (via RFP, interview, etc.). >>

- ◆ **Goal #1:** << Insert goal # 1 statement here (e.g., "Develop a central records repository.") >>
- ◆ **Goal #2:** << Insert goal # 2 statement here (e.g., "Access to company records over the internet. ") >>
- ◆ **Goal #3:** << Insert goal # 3 statement here (e.g., "Improve audits and controls.") >>

The rest of the content has been removed from this sample. The entire 15 pages of the document are included in:



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