



# PROPOSAL KIT SAMPLE

## Basic Product Sales Sample Proposal

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July 8, 20xx

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

Dear 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 Frost  
Owner  
Frost Cleaning Supplies  
555-555-5555  
sethf@FrostSupplies.com  
www.FrostSupplies.com

# Proposal

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

(PH) 555-555-5555  
(FX) 555-555-5556  
[www.FrostSupplies.com](http://www.FrostSupplies.com)

July 8, 20xx

## Frost Eco Friendly Cleaning Products

Prepared for: Amy Knowles  
Owner

Prepared by: Seth Frost  
Owner

### ► Description

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.

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Proposal Number: 11-546

  
[www.FrostSupplies.com](http://www.FrostSupplies.com)

## ► Products

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

*“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.

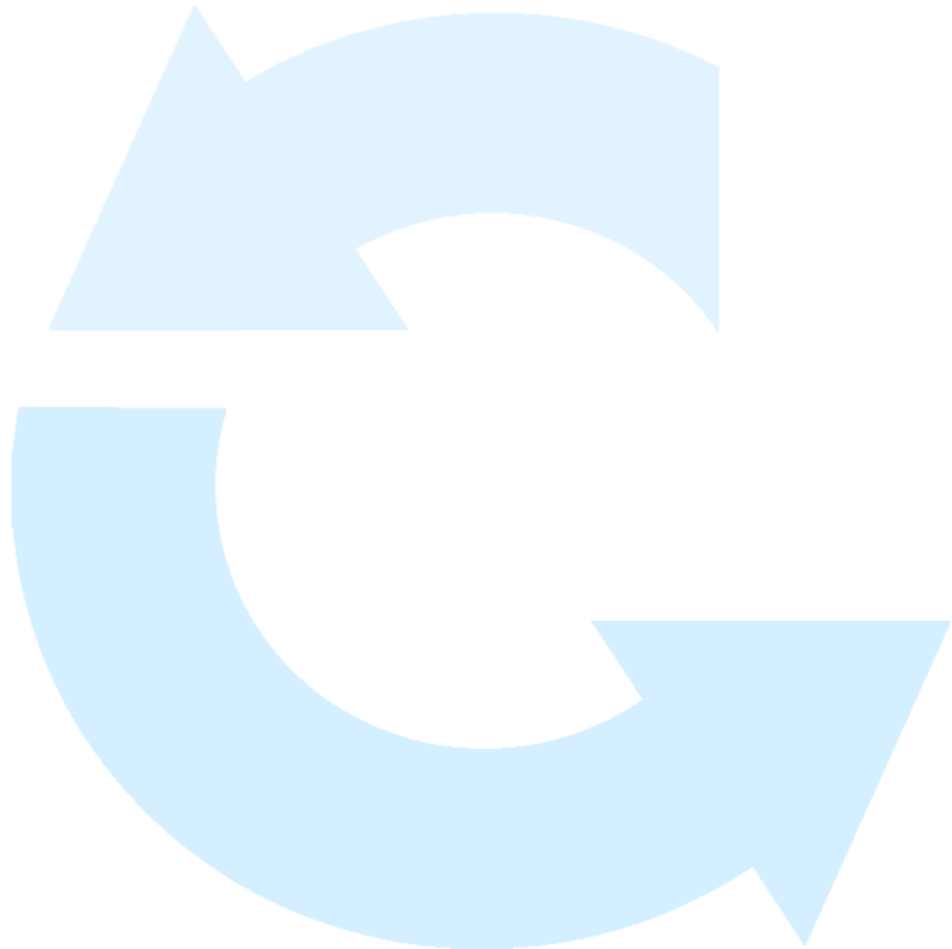
## ► Guarantee

Frost 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 Frost Cleaning Supplies.



## ► Benefits

What are the benefits of using Frost 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.** – You can 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 Frost 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 Frost 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, New Mexico.

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!



This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

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[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

