



DANVER SOLUTIONS

---

# Marketing Proposal

PROPOSED BY KATHY BAKER

A business proposal is a written offer from a seller to a prospective buyer. Business proposals are often a key step in the complex sales process—i.e., whenever a buyer considers more than price in a purchase.

A proposal puts the buyer's requirements in a context that favors the seller's products and services, and educates the buyer about the capabilities of the seller in satisfying their needs.

The professional organization devoted to the advancement of the art and science of proposal development is the Association of Proposal Management Professionals.



# About the proposal

A business proposal is a written offer from a seller to a prospective buyer. Business proposals are often a key step in the complex sales process—i.e., whenever a buyer considers more than price in a purchase.

A proposal puts the buyer's requirements in a context that favors the seller's products and services, and educates the buyer about the capabilities of the seller in satisfying their needs.

# The planning & services

A business proposal is a written offer from a seller to a prospective buyer. Business proposals are often a key step in the complex sales process—i.e., whenever a buyer considers more than price in a purchase.

A proposal puts the buyer's requirements in a context that favors the seller's products and services, and educates the buyer about the capabilities of the seller in satisfying their needs.