

Name \_\_\_\_\_

3885 Tech. Sales/Service & Training  
Dr. Jim McCracken  
Assignment Sheet

## Sales Proposal

Description: As a team of two students, you will select one of the scenario options listed below and develop a Sales Proposal for the Sales Company for the Sales Client. Notes with the Sales Client indicate the general type of product that the Sales Client is intending to purchase. The Sales Proposal will include the major components listed below. Learners are expected to use the class text as the principle reference for guiding the completion of all of the assignments requirements.

### Sales Company

- A. Pratt & Lambert Paints
- B. AutoDesk Software
- C. Marvin Windows
- D. Haas Machining
- E. Donaldson

### Sales Client

- Kraus-Anderson Contractors (interior/exterior paints)
- HGA Design (AutoCAD software)
- Opus Group (Integrity Windows)
- Toro (CNC Milling Machine)
- PolyMet (mining vehicle air filers)

### Part A. Sales Proposal Written Report

<u>Criteria</u>	<u>Possible Pts.</u>	<u>Earned Pts.</u>
1. Overview of Sales Company (2-3 pages) Target market, qualifications, market strengths, capabilities/capacity	25	_____
2. Qualifications Checklist (1-2 pages) Analysis of fit with client	20	_____
3. Background of Sales Client (3-4 pages) Demographics (type of work, size, capacity, market niche, company economics) Needs Analysis, Discovery	40	_____
4. Specific Product Recommendation (2-3 pages) Description (capabilities, capacity, etc.) Specifications (performance, costs, size, etc.) Cost (estimate)	35	_____
5. Written proposal is word processed, organized and labeled with subcategories listed above, correct spelling, grammar, paragraphs organized by subject	15	_____
6. Proposal is submitted by due date	15	_____
<b>Total Points Written proposal</b>	<b>150</b>	_____

**Part B. Sales Oral Presentation**

<b><u>Criteria</u></b>	<b><u>Possible Pts.</u></b>	<b><u>Earned Pts.</u></b>
1. Includes introduction, main body and summary	20	_____
2. Effective visuals that support and compliment Presentation, clear, concise, professional	20	_____
3. Handouts/Promotional items, professional in physical appearance, copies duplicated for audience, compliments written proposal	20	_____
4. Professional Dress (shirt and tie, shoes –no tennis shoes) Groomed hair	20	_____
5. Speech is clear, projects to entire audience, variation in Speech pitch, volume and emphasis, no speech distractions like ums and uhs, gestures compliment message presented	20	_____
5. Completed within time frame of 12-13 minutes	20	_____
<b>Total Points Written proposal</b>	<b>150</b>	_____