

SALES PROPOSAL ASSIGNMENT (worth 25% of total grade)

For this report, you will use the **SAME TOPIC** as your previous paper, but have a **DIFFERENT AUDIENCE** (a general, or non-technical, audience) and **DIFFERENT PURPOSE** (sales, not information). Using the technology you researched for the White Paper, prepare a sales proposal to a potential customer of your choice appropriate to your product. You will pitch your proposal to a non-technical business decision-maker who is considering a technology for what it can do in one of the following scenarios:

1. **Solve a problem**, that is reducing internal operations efficiency, to curb loss, or use a new technology to bring efficiency to a higher level, not possible before.
2. **Add a component** to a piece of hardware that the client company manufactures to make it more marketable and give the company an edge over the competition.
3. Approach a company that could profit from the eventual **development of a technology now in prototype** and ask for a grant for further research.

In each case you must match benefits of your technology to specific needs of the client. Anticipate and overcome any objections to the adoption of your technology. Refer to your textbook on writing sales proposals, as well as class discussion and sample proposals given in class, for basic sales proposal format and setup. In your paper and presentation, you are required to include the following areas, though you will title of word each section differently, with parallel, substantive headings. Include other sections as appropriate to your technology.

Required Sections of your Sales Proposal:

- **Title page** (first page)
- **Letter to client** briefly summarizing purpose of paper and technology benefit (second page)
- **IN PAPER ITSELF (5-7 pages):**
 - **Description of problem/need** (from CLIENT'S point of view, stated in positive terms)
 - Detailed explanation and breakdown of **each individual benefit** of the technology
 - **Description of technology** (for a non-technical audience so less detailed than White Paper)
 - Detailed explanation of **COSTS** – to develop the product, of costs to client, of individual product to customer, and timetable of production and payments
 - **Comparisons** with other similar products – in all areas: benefits, weaknesses, costs, viability, future, company strength, etc.
 - Implementation – how this would be adopted/installed/used
 - **Conclusion** – summary and re-cap of benefits
 - **References page** – to website and/or articles pertaining to product
- **Recommendation page** – (last page) – tell specific action the client should take if the proposal is accepted. Include prices, numbers of units, implementation timetable and support. (Note: this information should be not only part of the sales report but also in a handout to be offered to customer at end of the oral presentation.)

Oral Presentation (worth 12.5% of total grade):

- An oral presentation of your sales proposal is due on Week 8 of the class, with the class acting as the client/customer.
- Time limit: 10-15 minutes.
- PowerPoint required, approximately 5 to 10 slides.
- Use graphics, visuals, props to improve audience understanding of technically complex needs and/or benefits.
- Have copies of your recommendation page to hand out to client/customer (class) at the end of your report.
- Dress will be appropriate to a business audience: suit or equivalent.
- Question: You should expect to have to answer an objection posed by “customer” (class or instructor). To prepare, you should anticipate possible reasons the customer might refuse to purchase the product and be prepared to overcome any resistance.