

**PROMPT WO-030**

Create a Professional Proposal

Purpose

Use this prompt to create a professional proposal for a client, customer, manager, investor, or stakeholder. Whether you're proposing a new service, project, partnership, process improvement, or investment, this prompt produces a persuasive, well-structured document that clearly explains the opportunity and the value it will deliver.

DIFFICULTY
 **Intermediate**

TIME SAVED
 **45–90 min**

BEST FOR
Sales & Consulting



Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Business Consultant.

Create a professional proposal using the information below.

Proposal Title:

[Insert proposal title]

Prepared For:

[Client, organisation or stakeholder]

Prepared By:

[Your name or organisation]

Purpose:

[Explain the purpose of the proposal]



Background:

[Provide relevant background information]

Current Challenge:

[Describe the problem or opportunity]

Proposed Solution:

[Describe your proposed solution]

Deliverables:

[List what will be provided]

Project Timeline:

[Provide key milestones]

Estimated Budget:

[Insert costs if applicable]

Benefits:

[List expected benefits]

Assumptions:

[List any assumptions]

Risks:

[List key risks]

Call to Action:

[Explain the next step]

Tone:

Professional, persuasive and suitable for senior decision-makers.

Please:

- Create a professional proposal.
- Include a title page.
- Write an executive summary.
- Explain the background and current challenge.
- Present the proposed solution clearly.
- Include deliverables, timeline and budget.
- Highlight the key benefits.
- Include assumptions and risks.
- Finish with a clear recommendation and call to action.



Return only the completed proposal.



Example

INPUT

Proposal Title: AI Customer Support Improvement Project

Prepared For: ABC Manufacturing Ltd

Prepared By: Future Consulting

Purpose: Improve customer service efficiency using AI.

Current Challenge: Growing customer enquiries are increasing response times and operational costs.

Proposed Solution: Implement an AI-powered customer support assistant integrated with the existing CRM.

Timeline: 12 weeks

Budget: £25,000

EXPECTED OUTPUT

AI Customer Support Improvement Project

Executive Summary

This proposal recommends implementing an AI-powered customer support solution to improve customer response times, reduce administrative workload, and increase operational efficiency while maintaining high levels of customer satisfaction.

Background

Customer enquiry volumes continue to increase, placing additional pressure on customer service teams and increasing response times.

Current Challenge

Existing processes rely heavily on manual handling of repetitive enquiries, reducing productivity and limiting scalability.

Proposed Solution

Implement an AI-powered customer support assistant capable of:

- Answering common customer questions.
- Routing complex enquiries.
- Supporting customer service advisors.
- Providing 24/7 assistance.

Deliverables



- AI assistant implementation
- CRM integration
- Staff training
- User documentation
- Go-live support

Project Timeline — see table below

PHASE	DURATION
Planning	2 Weeks
Configuration	4 Weeks
Testing	3 Weeks
Training	2 Weeks
Go Live	1 Week

ESTIMATED BUDGET

£25,000

EXPECTED BENEFITS

- Faster customer response times
- Lower operational costs
- Increased customer satisfaction
- Improved scalability
- Better employee productivity

RISKS

See table below

RISK	MITIGATION
User adoption	Staff training programme
Technical integration	Pilot implementation
Data quality	Data validation before deployment



RECOMMENDATION

The proposed solution offers significant operational and customer service improvements while providing a strong return on investment.

NEXT STEPS

Approval is requested to proceed with detailed project planning and implementation.

 **Builder's Tip:** *A great proposal focuses on the client's needs—not your product or service. Show that you understand the problem first, then explain how your solution delivers measurable value.*

Related Prompts

- WO-021 – Write a Professional Business Report
- WO-022 – Create an Executive Summary
- WO-029 – Write a Business Case
- WO-031 – Write a Performance Review

Tags

PROPOSAL

BUSINESS DEV

CONSULTING

SALES

DOCUMENTATION