

AURORA ADVISORY

IDEAS INTO MEASURABLE PROGRESS

Sales Proposal

A persuasive client proposal covering the business challenge, proposed solution, scope, timeline, pricing, proof points, and next steps.

PREPARED FOR

Aperture Mobility

Northstar Systems · Mara Klein · 4 August 2026



Contents

Document contents

Client outcome: align the scope, value, ownership, and decision path before delivery begins.

Executive summary

Frame the client challenge, desired outcome, and the measurable value of the proposed engagement.

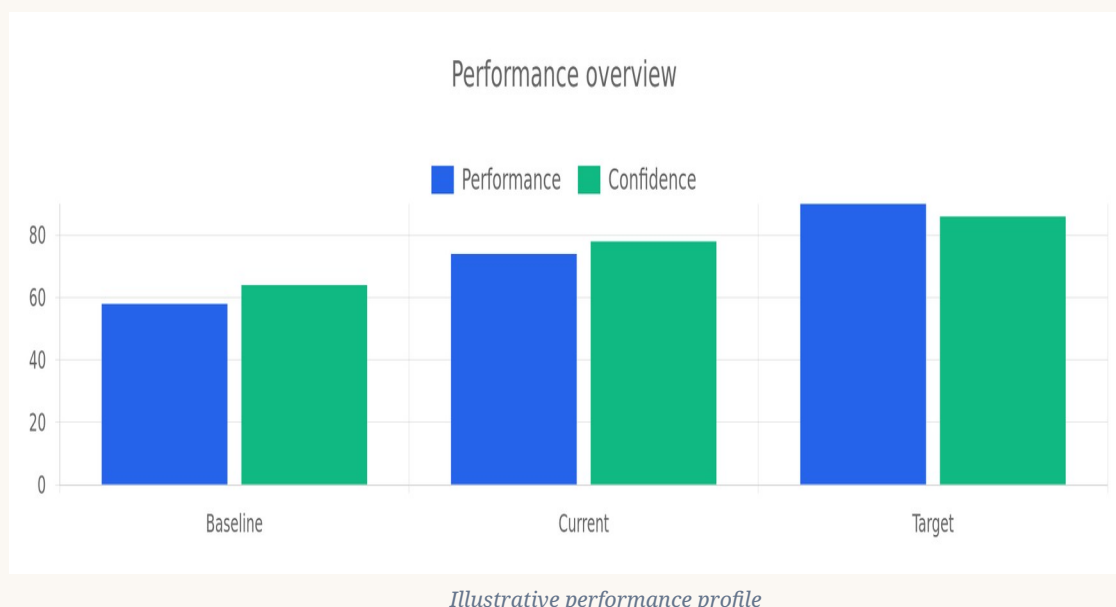
Document control	Detail
Owner	Mara Klein
Reference	NS-001-2026
Effective date	4 August 2026
Status	Ready for review



Recommended solution

Explain the solution, delivery principles, and how each component addresses the client priorities.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



Scope and deliverables

Define included work products, boundaries, acceptance criteria, and items explicitly outside scope.

Deliverable	Scope	Owner	Target
Scope and deliverables	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed



Delivery plan

Set out phases, milestones, dependencies, governance, and the expected contribution from both teams.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

Commercial proposal

Present fees, assumptions, taxes, payment milestones, validity, and optional services transparently.

Deliverable	Scope	Owner	Target
Commercial proposal	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed

Proof and outcomes

Summarize relevant evidence, expected benefits, success measures, and the basis for confidence.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



Next steps

Record the decision path, contracting actions, kickoff requirements, and accountable owners.

Deliverable	Scope	Owner	Target
Next steps	Agreed client outcome	Mara Klein	4 August 2026
Review and handover	Evidence and acceptance	Client team	To be confirmed

Approval and signatures

By signing, the parties confirm that they have reviewed the document and accept the recorded decision or terms.

Name *

Title or role *

Signature *

Date *