Company name

For [Customer Company Name]

[Date]

What we heard from you

Their stated problem, in their words.

The cost of doing nothing

Time, money, risk lost per quarter.

Our solution

What it does, how it fits their stack.

ROI for [Customer Company]

Calculator inputs and projected savings.

Case study

Comparable customer logo, before and after metrics.

How it works

3-step flow, integrations, security.

Pricing

Tiered options scoped to their estimated usage.

Implementation

Onboarding plan, milestones, support.

Next steps

Proposed timeline, decision criteria, who to involve.