**Executive Summary Worksheet**

Use the instructions below to create the four components of your executive summary.

**Current Problems.** Using bullet points, list up to three of the customer’s most significant problems.

**Desired Outcome.** What would the customer consider to be a success in a year from now? State this answer below in narrative form.

**Recommendation.** Boldly state your recommendation, including the pricing.

**Value Proposition.**  For each problem, state the value proposition of your solution. Below the table, summarize the overall value proposition in a narrative form.

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| Problem | Value of Solution |
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