

1. Description of application
2. The need of the measurement
3. Advantage / cost saving for customer
4. Technical specifications
(range, linearity, resolution, frequency, offset distance, ...)
5. Environment
(temperature, target material, surface, pressure, liquids, dirt, magnetic fields, ...)
6. System setup, cables, output, options
7. Quantities, pricing
8. Date of decision, purchase, ...
Especially with OEM-customers, additionally:
9. Current solution / why changes are necessary
10. Alternatives for customer / competition
11. Customer target price