

Whether you are selling a product, service or your own skills, most of us will have to communicate in writing at some point. There is a specific purpose to a sales letter, and that is to sell. However many written sales tools fail to achieve their objective, and only serve to waste the author's and readers' time. This workshop will show you how to:

- Communicate what you want to say clearly, accurately and concisely
- Use written language as skilfully as spoken language, to build and maintain rapport
- Understand the structure of different sales letters – introduction, keep in touch, new product, gain an appointment etc.
- Finish letters with a call for action

Who Will Benefit?

Anyone who has to sell using written communication

Course Outline

- Understanding the different sales letters
- Writing styles that are assertive
- Understanding the needs of the reader
- Creating key messages that are logical, concise and believable
- Communicating benefits and advantages
- Creating a compelling reason to respond
- Conveying what will happen if they fail to respond positively
- Backing up with evidence
- Opening lines that grab attention
- Closing and creating ease of reply

Duration

1 Day

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