

Strategic Sales Writing™

This 16-hour sales writing training workshop focuses on customer email, sales letters, and sales proposals: letters and email to get or follow up a sales appointment, letters or email to build goodwill, responses to inquiries, apologies, introductions of new products or services, announcements of new rates or policies, transmittals. Whatever the writing tasks, salespeople will improve their effectiveness, close more sales, and reduce their paperwork time.

Key Objectives

- Reduce sales writing time
- Organize ideas to improve clarity
- Write attention-getting documents throughout the entire sales and marketing cycle
- Develop proposals that address a customer's/client's specific interests
- Select an appropriate writing style to build stronger relationships

Who Should Attend

Salespeople and their managers

Materials/Texts

Participants will receive two books written by Dianna Booher, *E-Writing: 21st-Century Tools for Effective Communication* (Simon & Schuster/Pocket Books) and *Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors* (McGraw-Hill). A consultant-provided manual and the participants' own writing samples will serve as class exercises. Job-aid cards are also included.

Class Size

Up to 20 participants