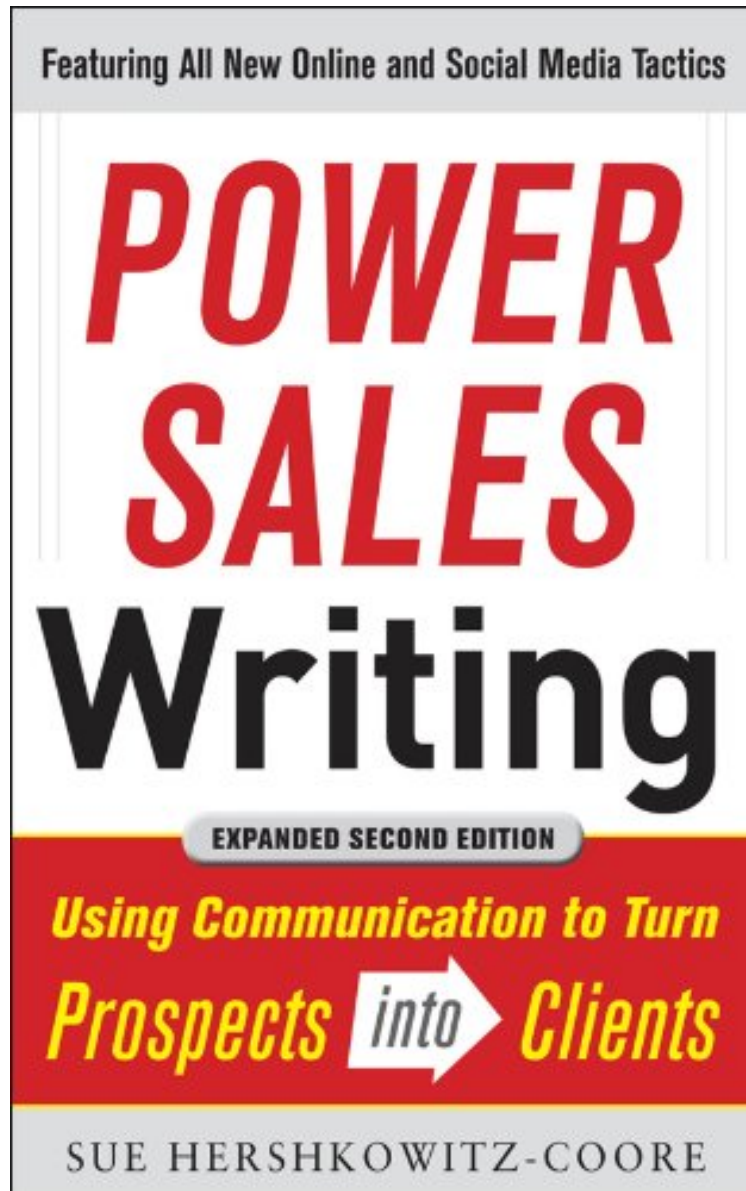


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Power Sales Writing, Revised and Expanded Edition: Using Communication to Turn Prospects into Clients (Marketing/Sales/Advertising Promotion)

Sue A. Hershkowitz-Coore

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How many times have you gotten a sales email, looked at it long enough to realize it's a sales email (maybe 3 seconds), and then hit delete? Too many times to count, I bet. Sue's method for planning, writing and checking is not only simple, it's exactly how all messages should be written. It doesn't matter what you are trying to communicate--follow these rules and you will see an immediate improvement! Most of us don't realize we are "selling" ourselves every time we write or respond to an email, whether it's to our boss, our friend or our kids, but those messages further paint a picture of who we are and what people can expect from us. So, if you were going on the McNeil-Lehrer show or Ellen, wouldn't you plan and practice what you wanted to say? Put the same efforts outlined in this book into your emails, and you will see a difference in how your audience responds.
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Just finished Sue's book, how refreshing. While the topic has been talked about for years we do business in a new world; high tech, high touch. We only get one chance in front of a client and if our e-mail message isn't impactful the message gets deleted. Sue provides practical tips and gives examples. Ideas to keep the reader engaged past the first line of your e-mail and ideas on how to initiate a response from the client thereby allowing you an opportunity to present your product. Her book is an easy read, with immediate usable take aways.
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By Bill
"Power Sales Writing, Revised and Expanded Edition: Using Communication to Turn Prospects into Clients" is a very useful book. It has a straightforward, step-by-step method for writing clearly. It includes a wealth of examples, both good and bad. It has helped me significantly improve my sales writing and is now my go-to reference.

High-impact language for today's lightning-fast world of sales Filled with practical writing tips, shortcuts, and examples, Power Sales Writing brings you up to date in a world where e-mail, social media, and smart phones dominate sales communication. If you're not highly skilled with the latest communication platforms, you're missing sales opportunities. Power Sales Writing will get you there in no time! "Your customers can ignore your correspondence or you can read this book. It's that simple!" —Larry Winget, television personality and #1 bestselling author of Shut Up, Stop Whining Get a Life "If you can't write well, you can't sell. Power Sales Writing shows you how to be crisp, clear, and communicate at the highest levels." —Tim Sanders, author of Today We Are Rich "Can't get enough! It's so refreshing to find a resource that offers easy-to-use tools to help our sales teams deliver a compelling and engaging message that sets us apart from our competition." —Robin Farrell, Director of Corporate Sales Training, North America Operations, Hyatt Hotels and Resorts

About the Author
Sue Hershkowitz-Coore is an internationally recognized sales trainer. Her client list includes the world's most prestigious sales organizations, such as The Ritz-Carlton Hotel Company, MetLife, and Marriott. Sponsored by American Express and designated "Best in Class" by Professional Convention Management Association, Sue is an award-winning speaker and corporate consultant.