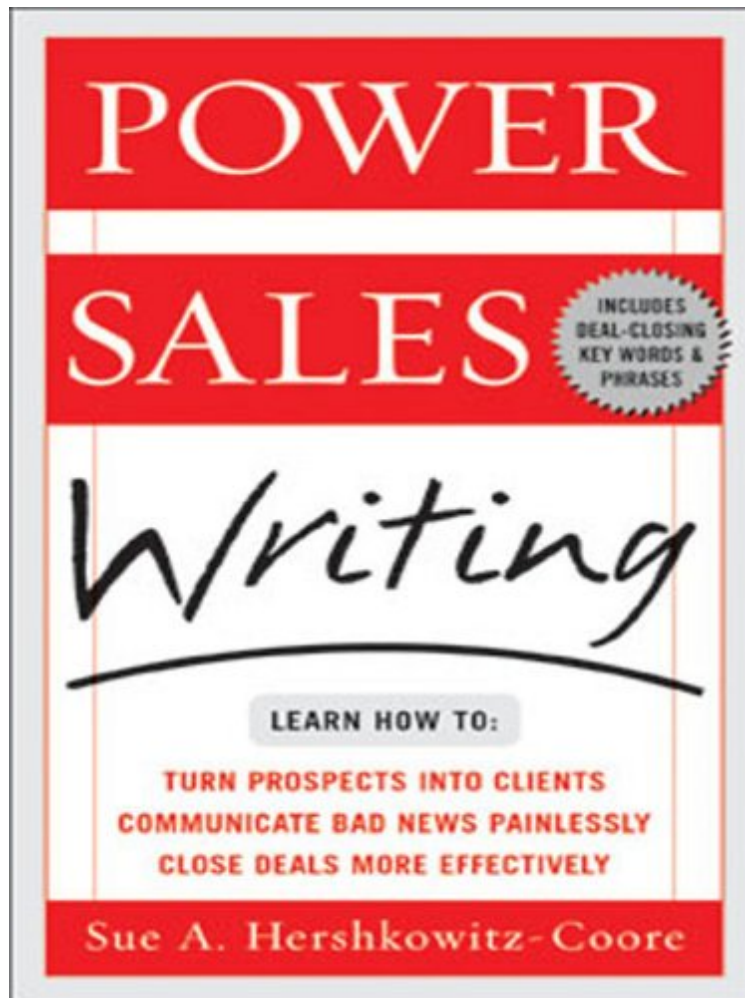


Power Sales Writing

Sue A. Hershkowitz-Coore

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Power Sales Writing is a brisk, no-nonsense guide to writing sales messages guaranteed to grab and hold a prospect's attention. With this book in hand, everyone from salespeople to marketing managers to business executives will quickly and painlessly master the essence of effective sales writing to win the sale or client. This book includes: Lists of power words and phrases Editing and revision techniques Tips on how to break bad news and achieve desired outcomes Advice on translating sales skills into copy Techniques for getting prospects to act by articulating their

needs