

# Sales and Pitch Letters for Busy People



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著者:Sheldon, George

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Sales and marketing is a fast-paced environment, and there is never enough time to

write good letters--letters that will communicate, convince, and close. Sales and Pitch Letters for Busy People will help salespeople at every level save time and avoid having to produce sales and pitch letters from scratch. Sales and Pitch Letters for Busy People is a handy, quick-reference guide that not only tells you how to write virtually any kind of sales pitch letter, but includes a wide range of samples that you can easily and quickly adapt and use right now. This book includes concise, easy-to-use writing tips and resources that get attention--and results Packed with solid writing advice and useful techniques, it also includes a CD-ROM that contains templates not only for all of the sample letters included in the text, but even more. This guide will cut the time you spend on writing sales, marketing, and pitch letters in half--and will help you get the results you want and need. Don't worry about finding the "right" word or phrase, or even the "right" format of your sales correspondence--the work has been done for you.

作者介绍:

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