



# Sales Letters That Sell

*Laura Brill*

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## **Sales Letters That Sell** Laura Brill

A good sales letter is a money-making tool that can make all the difference between closing a sale and losing a sale. And the secret to an outstanding sales letter is to write as though you were talking. This lively book shows salespeople at all levels how to achieve a conversational tone that makes readers comfortable -- and receptive -- to their message. In clear, concise language, Brill teaches salespeople how to: - "speak" their prospect's language- use the opening to capture attention- keep sentences and paragraphs short and punchy- motivate the prospect to act -- now!- quickly mention the benefits that interest the prospect- avoid language that's fancy-sounding, stilted, legalistic, or parental. The book also provides 50 sales letter "makeovers" -- a series of before-and-after letters that show salespeople how to turn a dud into a dazzler!

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