

## Sales Writing Workshop

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

### Key Objectives

- **Reduce writing time**
- **Organize ideas more effectively**
- **Write attention-getting correspondence throughout the entire sales and marketing cycle**
- **Develop proposals that address a customer's/client's specific interests**
- **Select an appropriate style**
- **Create eye appeal**

### Who Should Attend

Salespeople and their managers

### Materials/Texts

Participants will receive the text *E-Writing: 21<sup>st</sup>-Century Tools for Effective Communication* by Dianna Booher (Simon & Schuster/Pocket Books). Additionally, they will work with consultant-provided exercises and their own on-the-job writing samples.

### Class Size

15-20 participants