



## Sales Letters Ready To Go!

*William Bethel*

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Every sales letter going out over your name has tremendous power--the power to build customer relationships and sell or the power to sabotage all your hard work. But finding the time to craft forceful, articulate letters day in and day out while excelling at all the other demanding aspects of selling is almost impossible. That's why *Sales Letters Ready to Go* was written--to make your letter writing faster, easier, and more productive. You'll find 100 easy-to-use, time-tested samples of letters for every selling situation, letters that grab your reader's attention in the first line and communicate your message powerfully and persuasively, including letters that:

- Zero-in on and respond to your reader's motivations
- Handle objections by turning negatives into positives--and into more sales
- Develop prospects and new customers by identifying and responding to customer needs
- Handle complaints and problems positively, without damaging valuable relationships
- Keep existing contacts alive and rebuild old relationships
- Set prospects and customers up for the close.

Even more important than these hard-working samples: you get the "Six Steps to Great Sales Letters"--six practical, easy-to-use "rules of the road" you can use to steer your way along the path to success with your own letters, customized to your special sales needs. It's all here in one volume: all the practical guidance you'll ever need to write winning sales letters every time and a storehouse of samples based on more than 50 years of real-world experience. **About the Authors** William Bethel has been a top-producing salesperson and much-sought-after sales trainer, speaker, and consultant. In a career spanning more than 30 years he has authored more than 20 books, audios, and videos and hundreds of articles on various aspects of selling and the sales communication process. Eleanor Dugan is a freelance communications writer based in San Francisco, California. She has written more than a dozen books devoted to personal and business communication.

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