

## Writing For Sales

Make your sales communications compelling, persuasive - and totally irresistible

### From the Top

How often have you opened a direct mail letter that actually grabs you and makes you want to find out more? Isn't it more often true to say that you've thought the letter was rubbish and that you could have done better yourself? To be fair to the sender, however, there's more to writing a good sales letter than meets the eye, which is why specialist knowledge is essential if you're going to do it well.

This is an introductory one-day course, designed to help you if you are new to writing sales letters. It will also be invaluable if you already have some basic experience and now need to develop greater confidence in producing writing that sells.

### Sounds Good – Tell Me More

Attending this workshop will increase your ability to write sales letters and brochures clearly and concisely, by providing you with opportunities to practise planning, structuring and writing persuasive sales copy that compels your reader to take immediate action.

At the end of the workshop you will be well-equipped to :

- Define your objectives for each sales letter and brochure
- Consider the reader's needs and motivations
- Write with style and for maximum impact
- Structure your communication for clarity and economy

Effectively-written sales materials can have a direct impact on the bottom line, whether you're trying to persuade someone to buy your product or services, or donate to your good cause or charity. Give yourself the advantage in the battle for sales and sign up for the course today.

The cost of the course includes all refreshments, as well as a hot à la carte lunch. You will also receive a certificate of attendance and a complete pack of course materials.

### Our Philosophy

Courses and workshops from Indiquo are designed to engage and entertain, as well as inform – that's how we can promise to make what can seem to be the duller of subjects interesting. Our trainers have real-world experience at all levels of the organisation, so they speak your language and understand your issues and problems. And because they have 'been there and done that', they know how to get straight to the heart of every subject.

Our trainers ensure they keep right up to date with cultural and procedural changes in office life by engaging closely with course participants and building relationships with workshop attendees that endure long after the courses are over.