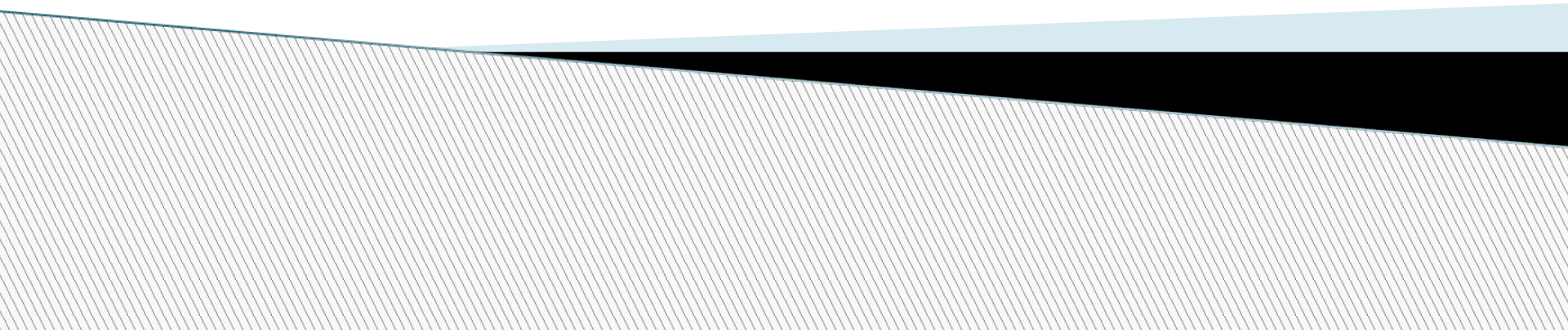


# **Sales letters**

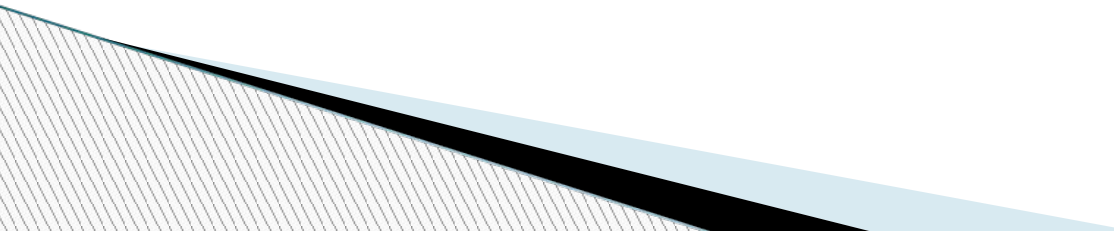
Offers

Proposals



# Письмо предложение

- Цель письма предложения заинтересовать возможных клиентов в покупке вашего товара. Большинство таких писем расцениваются как спам и удаляются, поэтому старайтесь написать письмо так, чтобы получатель захотел его дочитать.

- Общий топ письма должен соответствовать формату делового письма.
  - Письмо предложение должно четко рассказывать о предлагаемом товаре/услуге с целью произвести положительное впечатление на покупателя.
  - Письмо –предложение по возможности должно быть кратким, чтобы его действительно дочитала до конца.
- 

# Mention the advantage or benefit early in the letter

- Не стесняйтесь хвалить свой товар!
- Example vocabulary includes *convenient, user-friendly, high-quality, value for money, economical, affordable and stylish.*

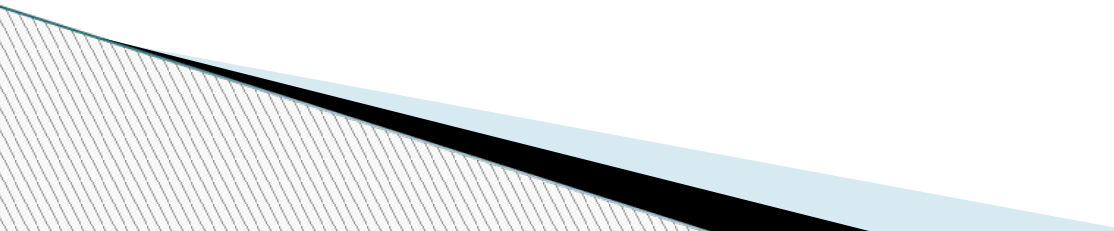
# Provide news of interest to the reader

- Докажите, что Вы предлагаете продукт который действительно нужен покупателю.
- For example, say that your product or service will save customers' time or money – two types of human needs or wants. For instance:  
*'Enjoy playing mobile games on the bus? Play and learn at the same time with our English language learning games!'*

# Arouse interest/curiosity

- Для того чтобы вызвать любопытство покупателя часто используются риторически вопросы:
- 'Are you paying too much for your...?'

# Elaborate what the product can do

- Но не перегружайте письмо техническими характеристиками моделей, лучше рассказать как это приобретение облегчит или улучшит жизнь покупателя.
  - Обращайтесь к нему напрямую:
  - often use **'you/your'** and **'we'** words rather than more distant words (e.g. 'the user', 'the ticket').
- 

# Positive expressions

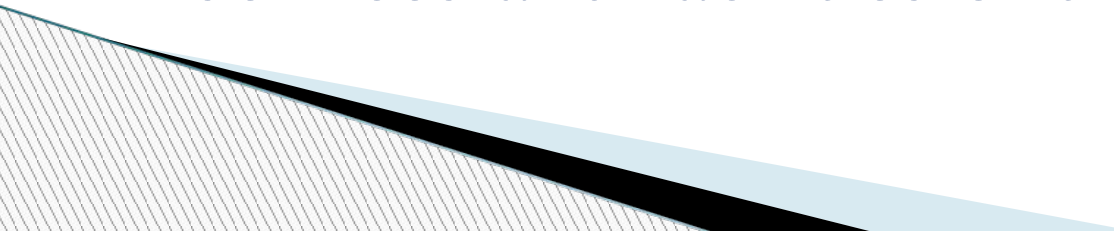
- Постарайтесь выдерживать ПОЗИТИВНЫЙ ТОН ПИСЬМА.
- Instead of saying “Don’t waste your hard-earned money”, you could say “Save your hard-earned money”.
- Instead of saying “We are offering a 15% discount. Don’t be late because this promotion period will end next month”, say “This month you can enjoy a 15% discount”.



# Rhetorical questions


- Do you dream of owning your own home but are worried about the monthly mortgage payments?
- Are you tired of having to pay bills by post?
- A rhetorical question can sometimes be even more motivating or persuasive.
- Have you ever despaired of finding serviced apartments which provide personalized but affordable services? If so, we have the answer to your quest for the perfect hotel-style apartment.
- Are you paying too much for your office furniture? Why overpay for essential fixtures and fittings in the workplace when you wouldn't knowingly overpay at home?

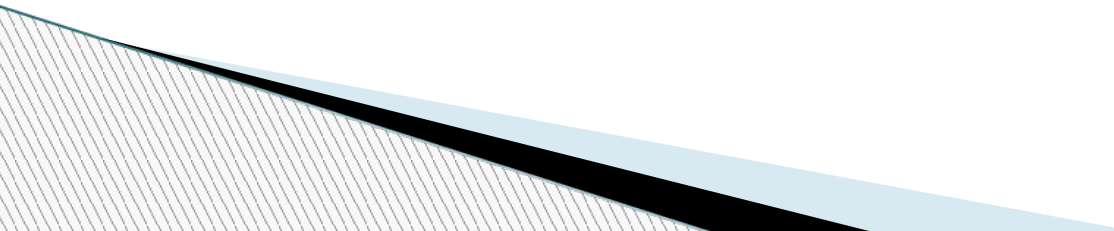
# Interesting adjectives

- Another way to motivate the reader to read on is to use interesting adjectives. Here are some examples:
  - A fantastic, ultra-modern meeting room with state-of-the-art equipment.
  - A brand new concept in professional financial advice for those who demand personalized services and facilities of the highest standard.
- 

# Making follow-up action sound easy / Use the imperative

В заключение укажите что получить данный товар очень легко.

- Just call 98765432 and ask for Dorothy.
  - All you have to do is email me the form.
  - Simply visit our show room in Times Square.
  - Book a weekend package today and show your wife how much you care!
  - Make sure you're on the right track to fitness – drop in and have a FREE 'Fitness Consultation' today.
- 

- Are you having trouble ...
  - This is why it is important to have ...
  - At X, we have the skills and experience to ...
  - May we stop by and offer you a FREE estimate of how much it would cost to ...
  - If so, give us a call at X and set up and appointment with one of your friendly operators.
- 

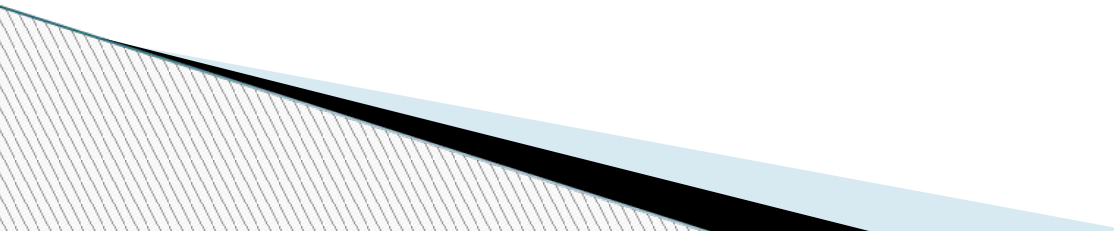
- Dear Mr. Sparks,
- 
- Do you face difficulties in getting your customers with good stylish and quality shoes they are asking for? We at Quality Foot Wear do the designing and the manufacture of leather shoes of high quality. Ladies' and children's footwear are our specialties. We have come to realize that ladies and children with bigger and wider feet face difficulties in finding the footwear for them. There is a wide range of footwear on offer with us. You will be able to satisfy your customers as your shop will have a wider range of footwear for them.
- 
- In case you want more details about our company and the shoes we have on offer, please visit our website at [www.qualityfootwear.com](http://www.qualityfootwear.com).

□  
□ **Yours faithfully**

# Put the elements in correct order:

- Dear Mr. Wong
  
  - SatNavShopper
  - 172, Choi Hung Road
  - Hung Hom
  - Hong Kong
  - Tel/Fax 2235 2459
  - [www.satnavshopper.com](http://www.satnavshopper.com)
  
  - Drive customers to your location
  
  - Mr. J. Wong
  - Fortune Tours
  - 317, Orchard Road
  - Singapore
  
  - 22 December 2012
- 

# Choose the right variant for your letter:

- Do you want to attract passing customers into your shop?
  - Tired of seeing potential customers pass your shop without coming in?
  - Are customers passing your shop without entering?
  
  - We can get them into your shop affordably.
  - A new, fast, convenient and affordable service can bring them in.
  - Our service can bring them in.
  
  - How? Through the power of in-car advertising.
  - The power of in-car advertising can bring them in
  - Who knows how? Through the power of in-car advertising.
  
  - Our new Sat Nav Shopper service alerts drivers as they approach your shop.
  - As drivers approach your shop our Sat Nav Shopper service alerts them.
  
  - This is not annoying to drivers because it provides them with route confirmation information.
  - But isn't this annoying? No: it's informative; e.g. "You are going the right way if you see Fortune Tours on your left".
  - Route confirmation information conforms to journey completion guidelines.
- 

- It's .. (good, great, convenient, inconvenient, business-like) affordable, and a great way to attract customers.
- (What are you waiting for/Simply/ Go ahead/ Simple/Why not) call Mary on 9876 5432 and she will set everything up for you, or do it all online at [www.satnavshopper.com](http://www.satnavshopper.com)
- (Call, calling, you should call) today for a week's free service. Don't miss out!
- Yours sincerely,
- Yours trully
- Yours sincerely

David Choi

- Sales Manager
  - Sales manager
  - The Sales Manager
- 



# Пример письма-предложения:

- "Вы хотите сделать свою квартиру более привлекательной и удобной? Не забивать себе голову покраской стен?"
- Владелец квартиры тратит массу времени и денег, что бы поддерживать ее в хорошем состоянии. Вы отлично это знаете и хотели бы найти возможность сэкономить деньги и время. Представьте, что ваша квартира выглядит лучше, а у вас появилось больше свободного времени. Вы будете делать все, что душе угодно, а не как обычно красить, чистить и заниматься ремонтом.

- Людей, которые имели дело с нами, т.е. с фирмой... (название), легко узнать, потому что они чаще улыбаются. Почему бы и не улыбаться, если тебе не нужно больше ничего красить и чистить? Заполните купон с маркой и тотчас же отправьте его. В ответ мы вышлем брошюру с подробной информацией. Когда вы увидите, как наша фирма может улучшить вашу квартиру, то зададите себе вопрос: "Почему я не сделал этого раньше?".

# Do you need forwarding logistics services?

- Our experts are ready to help you ... it!

Our transport company provides ..... transportation  
....your goods ..... all regions of Europe.

During our work we have gained vast experience .....this  
sphere. The specialists .....our company will offer you a large  
variety ....vehicles .....capacity .....1 ton .... ... 20 tons, which  
will help you ....solving your transportation issues.

Save time and money, become our regular customer  
and use the system .....discounts!

- We constantly improve the principles ....our work  
and always ready ..... a reasonable compromise .... you to  
mutually beneficial cooperation!

- For exact price just call 555-59-87-30 and ask ...Scott Brown

□ Are you the only person (заинтересованный в ) the prosperity of your company?

Do you have to finish the work for your (сотрудников)? Are you exhausted?

□

□ If every time you have to get too bogged down in the details, or do the work yourself it is necessary to change something. You need to understand how to specify a (здание) how to (мотивировать) employees, how to teach them to be more (эффективно).

- There are some simple and powerful (управленческих) tools we will discuss at the master class "Stop working for your (подчиненных)".
- In the (программа) of the master class:
  - (лидеры) and their main problems
  - the (функции)of the owner
  - key law to (увеличивать)the (ответственность)
  - motivation (средства/инструменты)
  - ideal (организация)
- For details just call (+78963) 37-999-07

Thanks

for

your

attention!

