

ValueSelling EssentialsTM Sales Writing



Today's selling environment has become so crowded that it's necessary to work harder and smarter to get your sales message through to your customers and prospects. While telephone and face-to-face presentations are effective ways to communicate, nothing beats a well-written, strategically-timed letter, fax or email to keep your messages in front of your customers.

SALES WRITING

In this course, you will learn how to use effective sales writing as a valuable extension of your selling efforts. Specifically, you will learn how to use customer-centered words and concepts, edit your messages, engage the reader, position your message as a solution, communicate the benefits of your product or service and design visually-appealing correspondence. Your ability to use written communication to create value for your products and services and to stay positioned in the sales process will go a long way in helping you achieve your sales goals.

COURSE OUTLINE:

- Self Assessment
- Introduction to Sales Writing Tactics:
 - Part 1: Style and Approach
 - Part 2: Content and Positioning
- Practice Sales Writing
- Knowledge Challenge

WHAT IS VALUESELLING ESSENTIALSTM?

ValueSelling Essentials is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials courses can be tailored to any company, language, or selling situation.

For more information, visit www.valueselling.com.