

SW Sales Writing

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. The keys to successful presentations are; making sure the content matches the audience's needs, organizing the information clearly and delivering your message with impact. The tactics in this course will make you and your presentations both memorable and successful.

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

eLearning with real-world relevance

The screenshot shows a slide titled "EXAMPLE 3" with two examples of sales messages:

- a. You have increased the revenue side of your business and now you can leverage our products to find additional savings in your business processes.
- b. Having done everything you can to increase the revenue side of your business, you can now look to your internal business processes for additional savings.

Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Designed for adult learners

The screenshot shows a slide for "SmartPower" with a photo of a man and a woman in business attire. The text on the slide reads:

Welcome to the Sai

You are a salesperson Business-to-Business technology.

The technology you s consume energy in a

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

What is ValueSelling Essentials®?



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.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

Communication Techniques

PP Persuasive Presentations	TE Telephone Effectiveness	SW Sales Writing	IC Interpersonal Communications
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Client-Facing Skills

CR Customer Retention	NEG Negotiating	PQ Prospecting & Qualifying	EXE Selling to Executives
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Productivity Skills

TPM Time & Productivity Management	TS Team Selling
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About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

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