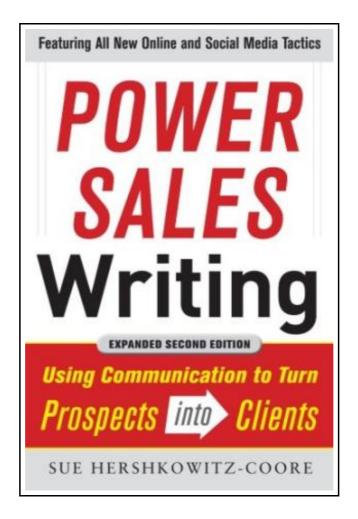
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POWER SALES WRITING: USING COMMUNICATION TO TURN PROSPECTS INTO CLIENTS (REVISED AND EXPANDED ED OF 2ND REVISED ED)



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Power Sales Writing: Using Communication to Turn Prospects into Clients (Revised and expanded ed of 2nd revised ed), Sue Hershkowitz-Coore, This title features high-impact language for today's lightning-fast world of sales. Filled with practical writing tips, shortcuts, and examples, "Power Sales Writing" brings you up to date in a world where e-mail, social media, and smart phones dominate sales communication. If you're not highly skilled with the latest communication platforms, you're missing sales opportunities. "Power Sales Writing" will get you there in no time! "Your customers can ignore your correspondence or you can read this book. It's that simple". (Larry Winget, television personality and number 1 bestselling author of "Shut Up, Stop Whining & Get a Life"). "If you can't write well, you can't sell. "Power Sales Writing" shows you how to be crisp, clear, and communicate at the highest levels". (Tim Sanders, author of "Today We Are Rich"). "Can't get enough! It's so refreshing to find a resource that offers easy-to-use tools to help our sales teams deliver a compelling and engaging message that sets us apart from our competition". (Robin Farrell, Director of Corporate Sales Training, North America Operations, Hyatt Hotels and Resorts).

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