



Business and Sales Correspondence: Trait-Based Strategies that Improve Writing and Save Time

(Ez Series)

Verne Meyer, Pat Sebranek, John Van Rys

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This book helps you get the most out of business correspondence by teaching you to: Choose the best type of correspondence. Use real-time correspondence to manage projects. Write memos that get results. Write business letters for good news or bad news. Write sales letters that convince customers. Write customer-service letters that keep clients coming back. Improve correspondence through the seven traits of writing. The book includes step-by-step guidelines and real-world models for each basic form of correspondence and also for these specialty forms: form sales letter, targeted sales letter, sales letter following a contact, sales letter following a sale, sales letter to an inactive customer, invitation, positive adjustment, positive reply to an inquiry, bid rejection, claim denial, unsolicited sales proposal, solicited bid.

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