



# Accelerating Sales Skills

Especially prepared for:

**Unique Venues**

October 21, 2019 | 9:00am-10:45am | Dallas, TX

SPEAKER *Sue*

*"Email isn't just a response to a request but a strategic tool to create distinction and desire." SpeakerSue*

## Why is it important to be an awesome email writer?

## Why write anything at work?

Situation: You met the client at a trade show and s/he expressed strong interest. You followed up with a proposal and an email. Then... radio silence. Write your follow-up email.

Have a clear purpose.

- Plan.
- Do.
- Check.

This 3 step process saves \_\_\_\_\_ of the time you spend writing!



### Power Sales Writing: Second Edition

"Your customers can ignore your correspondence or you can read this book. It's that simple!"

Larry Winget, TV personality and #1 Bestselling Author of *Shut Up, Stop Whining & Get A Life*

Available at [amazon.com](http://amazon.com)

**Presented by: SUE HERSHKOWITZ-COORE**

Helping organizations drive revenue and generate profits through strategic business communications

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**Plan. Do. Check.**

**Why** am I writing?  
My overall purpose is to:

**What** can I say  
that will help achieve  
that purpose?

What do I  
specifically want to  
**accomplish/gain**  
with this email?

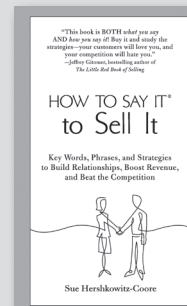
What is  
the **next step**?

**Delighter?**

Everything revolves around THEM!

You receive this response to your proposal (woo-hoo!):

*Hello Name,  
Thank you very much for sending such a detailed proposal! Receiving such  
thorough and comprehensive information is very helpful. We would like  
to take you up on your offer of a site visit. Do you have any availability the  
middle of next week for our events team to tour the space?  
Looking forward to meeting you in person soon.  
Many thanks,*



Published by  
Prentice Hall,

**How to Say it to Sell it:  
Key Words, Phrases,  
and Strategies to  
Build Relationships,  
Boost Revenue,  
and Beat the Competition**

Available at [amazon.com](http://amazon.com)

Your response:

Good Afternoon Spaniel,  
It would be my pleasure to host you and your team for a tour!

At this time, the following dates and times are available:  
Tuesday, November 4, 2019 at 2:00pm, 1 hour  
Wednesday, November 12, 2019 anytime between 3:00pm to 5:00pm\*

I can imagine that you and your team are extremely busy and hope this will work on your end!

Let me know what works for you and I would be happy to end\* you a calendar invite to confirm.  
All the best,

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## Make it frictionless

Hi Retriever,-

Unfortunately we do not have a space at this time that can accommodate 100 people within your desired budget. Should you be flexible on the pricing, I can take a look and see what I can make work, but it would be closer to ~\$X,000++.

Thank you,

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**Delighter?**

## Help them feel safe and smart

Dear Beagle,  
My name is Terry Err, and I am the Title for X Venue.

It has just been brought to my attention that we have not yet received the final payment for the event XYZ held at our venue on November 12, 2019.

If you can kindly submit payment through the link below, it would be appreciated. Thank you in advance,

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Be direct, clear, concise and positive ← *Use on-trend, meaningful words*

Property

Work together

Reach out/Check in/Touch base

Please feel free to call

Sign

Questions or concerns

Concessions

Contract

More than happy to

## *Notes*

*"If you need something from somebody, always give that person a way to hand it to you."*

*Sue Monk Kidd*

I am grateful for your referrals and introductions!

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