

Write Like You Talk And Make More Sales

By Joe Heller, High Performance Sales Coach

Business-to-business letters are typically the worst, most sterile and boring letters written from one person to another. The majority of business letters are 3rd person institutional and dry. Deadly, mind-numbingly boring.

Why do we have to write like this? A stuffy letter is the ultimate client turn-off. Where is it carved in stone that a letter to a CEO must be as dry as an essay on Milton?

No company hires a sales force made up of look-a-like, plain, undistinguishable men and women devoid of personality or humor – so why do they feel compelled to tolerate an absence of personality when you write a letter?

Business to business mail has become neutered and sterile -

The very best kind of sales letter writing is CONVERSATIONAL WRITING.

It reflects an individual's distinct personality and point of view. It is written in a conversational tone just like how a person would speak to another.

Conversational writing should remove the intimidation factor to writing. Yet, many people believe they "can't write", which is probably totally untrue anyway. If you can talk, you can write.

After all, we are not talking about becoming Hemingway or Shakespeare. We are not talking about satisfying any grammatical omission that our former English teachers searched for. We are talking about talking on paper, and that's all.

You must write how you speak in order to preserve the slang, colloquialisms, the "feel" of your/the seller's personality AND the way the prospects/customers talk amongst themselves. This human approach to writing builds a very strong relationship with your prospects/customers.

This almost always means run on sentences, incomplete sentences, dangling participles, and other grammatical deviations.

All great sales copy should reveal the writer's humanness, not the sterile mechanics of formal writing. This is true even when selling sophisticated or technical or even very boring and mundane products or services.

Remember, all sales are based on human connection.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Dedicated To Multiplying Your Sales;

Joe Heller, Sales Coach
High Performance Sales Coaching
713.927.4494 :: 1.888.543.5537
joe [at] joeheller.com :: www.joeheller.com

(c) Joe Heller, High Performance Sales Coaching, All Rights Reserved Worldwide