



Power Sales Writing, Revised and Expanded Edition: Using Communication to Turn Prospects into Clients

Sue Herskowitz-Coore

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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 #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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John Burns:

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