



Business Letters, How to Write Them

By Timothy Burr Thrift

Theclassics.Us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1916 edition. Excerpt: . THE SALES LETTER The successful sales letter must be constructed upon certain fundamental principles. It must accomplish through the written word what the salesman accomplishes through the spoken word. It stands to reason, then, that it must be built upon the principles of salesmanship. It must carry the mind of the prospective buyer through certain fundamental processes, just as a good salesman does. There are four distinct steps that enter into every sale. These apply whether the solicitation is by letter or in person. They are what might well be termed the mental law of sale. Memorize these four fundamental principles, for they must apply in every sales letter you write. It must--1. Attract attention. 2. Arouse interest. 3. Create desire. 4. Induce action. Note how closely these principles parallel the construction of a good salesman's selling talk. You will see, then,...



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