

# Winning Sales Letters From Prospect to Close

Ralph Allora

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**Ralph Allora : Winning Sales Letters From Prospect to Close** before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning Sales Letters From Prospect to Close:

0 of 0 people found the following review helpful. Winning Sales Letters- a book to read, enjoy, to learn from. By Jack H. Gilbert What a great book to read, clearly and cleanly written, written with the intent of helping, great examples, how to not do something, reason why not to it then an example of a better way to write it. I used some of the principles in my current sales letter and I feel the information made a difference for the better. I highly recommend this book not only for sales, but, to learn a style of writing that conveys meaning succinctly. 0 of 0 people found the following review helpful. Solid Advice, Great Examples By GeoUtah Selling sucks. Prospecting, leads generation and cold calling is not easy. You've got your list. You're ready to make contact. This book will improve your open rates, call

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First impressions are critical. Make yours count with a winning sales letter! You know how important it is to make an authentic personal connection with clients and potential customers. You live for elevator pitches and face-to-face contact. You enjoy making people comfortable while offering ways to serve their needs. But do you put as much time and effort into that other, equally important sales tool: the written word? Communications, marketing, and media expert Ralph Allora shows how to craft effective messages that reach out to new clients, keep you on their radar, and close the deal. *Winning Sales Letters—From Prospect to Close* teaches you how to: Strategize your messages for every stage of the selling process Command attention and motivate your clients Put your best self in every note Create engaging approaches for letters, e-mails, and text messages Avoid the mistakes that sabotage great communication  
“A sleek, practical guide to writing winning sales communications. Whether you’re a novice trying to earn the meeting or a savvy pro with writer’s block, this book will help you connect, engage, and build trust with your customers.” David Forgione, VP, Multi-Media Sales, The Wall Street Journal

About the Author Ralph Allora is the principal owner of Allora Communications, a consultancy specializing in marketing communication strategy, promotions, and creative services for a wide range of clients in the media and service industries.