

## Write to Win Sales<sup>®</sup> Series

Write to the Top<sup>®</sup> workshops for sales, service, and marketing teams

### What outcomes can you expect?

As you learn our Six Steps to Reader-Centered Writing<sup>®</sup>, you will complete documents from your to-do list. Your new customer-focused documents will

- capture attention—ahead of the competition
- increase sales—speeding up and directing your customers’ decision-making process
- increase productivity—you’ll write sales documents 30% to 50% faster
- show your customers you understand their needs—with the “you” approach to writing
- manage your customers and build long-term relationships
- motivate and manage your team—from field reps to internal partners
- send “one voice to the customer” from your company.

### Three workshops focus on documents that drive your sales process

You determine the focus based on your document priorities. Below are some examples.

<i>Write to Win Sales I</i>	<ul style="list-style-type: none"> <li>• prospecting letters</li> <li>• follow-up letters</li> <li>• cover letters</li> <li>• status reports</li> </ul>	<ul style="list-style-type: none"> <li>• sales/marketing literature</li> <li>• memos</li> <li>• field communications</li> <li>• boilerplate documents</li> </ul>
<i>Write to Win Sales II: Proposals</i> Recommended prerequisite: <i>Write to Win Sales I</i>	<ul style="list-style-type: none"> <li>• letter proposals</li> <li>• formal proposals</li> <li>• executive summaries</li> </ul>	<ul style="list-style-type: none"> <li>• proposal boilerplates</li> <li>• RFP requirements</li> </ul>
<i>Writing Constructive Feedback™</i> Recommended prerequisites: <i>Write to Win Sales I</i> and your company’s performance management training.	<ul style="list-style-type: none"> <li>• performance reviews</li> <li>• development plans</li> <li>• field trip reports</li> <li>• brief feedback notes</li> </ul>	(See separate full description of this workshop.)

### Who should attend?

- sales people
- marketing teams
- sales managers and executives
- customer-service representatives
- sales support teams
- writers of internal and customer sales materials
- people who communicate to the field
- proposal writers and editors
- sales trainers
- product managers

### Blended Learning: books and on-line tools

1. *Write to the Top: Writing for Corporate Success* (Random House) by Deborah Dumaine, founder of Better Communications<sup>®</sup>
2. *The Instant-Answer Guide to Business Writing* (iUniverse), also by Deborah Dumaine
3. Better Communications’ workbook with additional exercises tailored to your needs
4. Laminated tip card: The Six Steps to Reader-Centered Writing and the *Focus Sheet™*
5. *Reinforcement by E-mail™*: 24 reminders e-mailed to your inbox after your workshop

**NASBA Accredited:** Earn nine CPE credits for this course.



Better Communications is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).