

Sales and Application

D. B. shah NCC Biml

- Both are letters
- both sell
- Sale or business letters sell product or service
- Application letters sell a person ability to work

Sales letters

- Written by professional people who specialize in selling by the written words
- But here we discuss about different issues related to sales letter writing so that it will be easier for us to write sales letter

Things to be considered in sales writing

- a. Need for primary knowledge
- b. Determination of Appeal
- c. An approach to the subject
- d. The attention gaining opening
- e. stress on you view point
- f. complete of the sale
- g. Recalling the appeal
- h. Postscript

- Emotional and Rational Appeal
- which effect how we feel
- strategies designed to arouse us through love,anger,pride and enjoyment
- affect the sense of tasting smelling feeling hearing and seeing
- rational appeal refers to reason
- persuasion effort

We have to select the appeal that fit to the product or service

