

4TH EDITION

THE **ULTIMATE** **SALES** **LETTER**



**ATTRACT NEW CUSTOMERS.
BOOST YOUR SALES.**

DAN S. KENNEDY

Author of the BusinessWeek Bestseller No B.S. Business Success

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more in touch you are the more likely your success Ask yourself some smart questions to help you understand your customers and prospects 3 To write effective emails you must first understand and connect with your customers You can do this by analyzing their habits desires and frustrations 4 You must determine in advance what your customers priorities are and address them not your own You must also consider the benefits to your company and the costs of giving before deciding to contribute to a cause The Ultimate Sales Letter Dan S. Kennedy,1991 **The Ultimate Sales Letter** ,2011-08-01

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