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	Money Making Sales Letters for Motor Retailers - 2007	£149.00*	
SS 01/08	* price excludes VAT (please add at 20.0%)		
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* Name (Mr/Mrs/Ms) _____

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Please print this form and either **fax** to Trend Tracker on: **0870 421 4351**

Or **post** to: Trend Tracker Ltd, 116 High Street, Chapmanslade, Westbury, Wilts BA13 4AW
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Money Making Sales Letters for Motor Retailers . . .

. . . helps dealer sales staff with the key task of communicating effectively with prospects and customers. More than this, it both explains how they can benefit personally and consequently it motivates them to take action. It's written in a way that makes the reader feel that the instructor is right there with them. And in fact, that author is just a phone call away.

Money Making Sales Letters for Motor Retailers is a comprehensive guide to the art of writing effective letters, tailored to the specific needs of automotive retailers. It's a comprehensive guide to the principles and the finer points of effective written communication, with plenty of ready-made sample letters.

Author, and seasoned auto retailer marketing trouble-shooter, Howard Popeck explains just why a good letter can win a customer's full attention when a phone call or an e-mail might be inappropriate, or soon forgotten. Furthermore, the targeted direct mail campaign has a growing role to play in reducing dealerships' advertising costs *without compromising the effectiveness of the marketing budget*.



He's not talking about junk mail in this guide, but about letters written to people we've good reason to believe will respond positively and quickly. People whose address and motoring circumstances we've captured in our database, as customers, or showroom visitors who may hate junk mail, but appreciate considerate attention from a dealership *which can offer something of potential interest*.

Money Making Sales Letters for Motor Retailers shows how the most effective sales letters come from showroom staff who stand to profit individually from their effectiveness, but Howard Popeck admits that not all salespeople these days are practised in the art of writing, and sales managers will not, and should not, surrender control to unskilled practitioners. A whole series of carefully crafted, proven-to-work letters are included on CD-ROM and can be adapted to the dealership's own preferred format and transferred from CD-ROM to the DMS.

The entire style is UK rather than USA in approach. USA showroom communication rarely if ever works over here. In this respect as in so many others, this guide really is unique.

Learn all that needs to be known about layouts and formats, paper, long versus short copy, topping and tailing letters, the best use of telephone follow-up, and more.

Money Making Sales Letters for Motor Retailers is full of authentic advice grounded in trouble-shooting automotive clients' marketing. Everything in this guide has been field tested over many years in the sales, sales promotion and marketing departments of some of the most successful retail automotive organisations in the UK.

Money Making Sales Letters for Motor Retailers is available for £149.00 + VAT, includes a CD-ROM and 150-page manual.

To order your copy now, use the order form overleaf, or
telephone **0870 421 4350**, quoting code SS11/07.