

外贸之促销信写作实例(2) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022__E5_A4_96_E8_B4_B8_E4_B9_8B_E4_c85_151434.htm 促销信写作实例 如果促销产品的详细说明是要和促销信一起送至潜在客户手中的话，那促销信中就不必详细介绍产品的功用。此时，促销信的主要目的是引起潜在客户的兴趣和购买欲望，因此要写得简短且有吸引力。下面就是一封宣传产品物美价廉的促销信，请大家体会一下。 Dear Customer More people are now saving their time and efforts by preparing meals the modern way - the microwave cooking way. No longer do you need to wait hours for food to be prepared. Microwave cooking is quick, clean and inexpensive. What you need to do is just to press the switch, and then this new cooker will permit you to serve mouth-watering meals in no time at all. Read the enclosed brochure and learn why more and more people are rushing for microwave ovens. During the month of July we are ready to offer you Golden Star microwave ovens at a 10% saving on the regular price. Take a moment to fill in the enclosed order form and we are sure to deliver the goods you need promptly. We hope to do business with you soon ! Truly yours 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com