

外贸之促销信写作实例(1) 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_151436.htm 促销信写作实例（一）

说了那么多，还是要看写出来的真功夫。下面就是一篇促销信的实例。这封信是从加强潜在客户对产品使用便利的认识方面来入手促销的，我们来看看写得如何。 Dear Customer

When you own a computer at home or the office, how often do you say to yourself, "I wish I had an expert with me all the time" or "Oh computing work, I wish I were better instructed whenever I have problems". The newly published handbook PROFESSOR WPS is your expert. It is your professor instructing you how to use the machine and how to obtain the perfect performance in word processing system. The handbook is the work of three university professors of computer science and two experienced computer technicians. It is not an introductory textbook to you but a hand-on tutorial providing easy-to-read application approaches. One hundred and eighty-eight questions and answers present solutions to your daily usage problems. The technological concepts and terms are explained with more than 200 photographs and illustrations appearing in the 250-page handbook. In it, you can read about keys without calling at the technicians office whenever you get lost in processing. What is more, the bilingual explanation will make the job easier for users either speaking Chinese or English. Throughout the handbook the authors have attempted to conform to the most word processing usage. It will keep you well informed and able to converse

easily with those specially designed questions and answers, each of which costs 10 cents, about 1/100 of the consulting fees for a technician. For a fast ownership of the handbook, please fill in the enclosed card as requested and return it as soon as possible. By sending the card before 30 August, you will obtain a special discount of 2 percent at our introductory stage. Yours faithfully

这封信首先通过描述用户们都经历过的问题引起读者的兴趣，然后导向正题：一本指导性的手册将帮助用户解决问题。文中用了大量的篇幅来说明手册的价值和实用，并以价格上的优惠吸引客户订购。而且，它还提供了方便的订购方式，这很容易促成客户立即订购。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