

销售英语：英文促销信写作指南 PDF转换可能丢失图片或格式，建议阅读原文

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促销的目的就是要卖出产品，那么怎样才能把促销信写得吸引人、让人一看就对产品感兴趣呢？下面就教你促销信的四步写法、打造 very attractive 的促销信。第一步：To arouse attention 促销信都是“不请自来”，所以开头一定要有吸引力和诱惑力。It must make an appeal to some particular buying motive and may begin with a question, and instruction, a quotation or an attention-grabbing short story. Sometimes if required, it may even begin by suggesting the very opposite to what you want. 看看下面这些开头是怎么写的：1) Would you like to reduce your rising domestic fuel costs? 2) Why not enjoy the colorful spring by joining the flying Horse Tourist Group after a completely busy winter? 3) Just imagine how comfortable you are when you stretch out those tired limbs on our newly developed White Cloud water bed. 第二步：To create interest and desire 一旦抓住了读者的注意力，就该趁热打铁劝服他们买自己的产品。介绍产品必须要紧紧围绕你在信的开头所提出的引人之处。光说“最好”、“最新”是没什么实际意义的。应该强调特性、质量、原材料，以及和同类产品相比最出彩的地方。我们且看下面这个产品介绍是如何写的：Our recent researches and tests have showed that rooms with our newly developed Energy Savers stay warmer and require 20 percent less fuel than those rooms of the same size without the usage of the savers. The new savers are popular because they are able to store and

reflect heat in a much more efficient way. Read the enclosed brochure, you will find that the self-stick backing makes them easy to install yourself. 第三步：To offer conviction 通过产品介绍引起读者的购买欲望后，就该进一步加强读者购买的决心。你可以详细说明并保证产品会给读者带来许诺的好处。且看下面这段内容是如何吸引客户的：1) Use our Fast Microwave Oven for two weeks absolutely free. 2) If for any reasons you find the model machine unsuitable to your needs, we will replace your order or refund you. 第四步：To motivate actions 到了这一步，所有的努力都指向一个目标：促使客户采取行动、购买产品。这时语气要礼貌坚决，并提供给客户如何购买产品的指示，以方便客户购买。下面是一些常用的策略：1) Why wait? Come and buy right now since a special discount of 15% will only be offered for a month. 2) Don't delay! Those who order by October 5 will receive 100 Oriental Design Christmas cards free.

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