

2010年外销员考试外贸外语辅导：怎样写说服信 PDF转换可能丢失图片或格式，建议阅读原文

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说服信，顾名思义，就是说服对方去做一件事情。接受方可能觉得提出要求一方的提议不会给自己带来多大的好处，或是不愿改变习惯做法。这时一封措辞恰当的说服信就会起到很大的作用。说服信的一般格式如下：

1. Arouse your readers attention by - stating a problem that affects him or her - promising something of benefit - presenting an interesting fact - raising a rhetorical question - introducing a topic of concern
2. Create interest in your topic by - showing the reader that a solution to a problem is possible - picturing the reader enjoying the benefits - emphasizing the readers concern
3. Request the desired actions by - providing sufficient evidence to convince readers of the proposals merits - developing the sales appeals - convincing the reader to accept the fact that the action proposed is worthwhile
4. Motivate the readers to act by - telling the reader exactly what action to take - re-emphasizing benefits

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