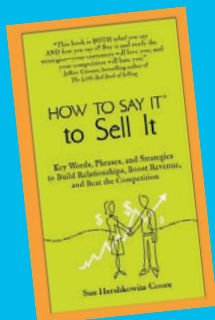


POWER SALES WRITING



Helping organizations drive revenue and generate profits through stronger business communications



Just released from Prentice Hall,

How to Say It to Sell It: Key Words, Phrases, and Strategies to Build Relationships, Boost Revenue, and Beat the Competition!

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Hi and Happy New Year 2008! This edition of SpeakerSue's ezine helps you save time and pump profits. Here's what you'll read about:

- Productivity tip: Stop Fiddling... Start doing
- Presentation tip: Presentation Mastery!
- Tip Tip: Ideas to Finish the Year Great

Productivity Tip: Stop Fiddling... Start doing

You've read all about email [bankruptcy](#) and how it's critical to have an empty email inbox at the end of the day. You've probably also heard that you can increase productivity by checking your email only 2-3 times a day, turning off the ping, changing your email server thing so that you only get email 2-3 times a day, etc.

Keep reading, please, especially those of you who say that you have to be attached to your email because your clients expect you to respond immediately. You don't have to do any of the above. Here's all you really have to do: Stop fiddling with your BlackBerry/iPhone/email long enough to focus on accomplishing your overall goal for that day, week, month or year.

What is your tactical goal for today? What is your strategic goal for the week, month or year? How much time have you scheduled to achieve both your tactical and your strategic goals? Often strategic goals require quiet, thinking time. But we (yes, I include myself!) get so caught up in the endorphin high of receiving and answering our email that we lose sight of the bigger picture. And then we complain that we don't get anything done in a day.

2008: It's our year to stop fiddling!

Presentation Tip: Presentation Mastery

[The Blue Man Group NYC](#), plays in an East Village theater to packed houses 3 times every day. I saw them in Chicago a few years ago, and realize that it's not that they're so amazingly fabulous (to me); it's that they're so unbelievably and amazingly clever that I not only chose to see them again, but will go back again, too. Here's what they taught me about [presentations that rock...](#)

Tip Tip: How to Say It to Sell It: Key Words, Phrases, and Strategies to Build Relationships, Boost Revenue and Beat the Competition

is now on sale! Whether it's a meeting, a phone call, a sales presentation, an email or even a voice message, you need to communicate so the other person hears you! This book gives you the answers you need to create highly successful sales conversations, presentations and profitable email messages, too. Because you're a valued subscriber to this newsletter, you can read some of it here: [How to Say It to Sell It](#)

Here is what Jeffrey Gitomer, sales maven and author of *The Little Red Book of Selling* said about *How to Say It to Sell It*: "This book is BOTH what you say AND how you say it! — buy it and study the strategies — your customers will love you, and your competition will hate you."

[Order it today.](#) Send your order number to us and we'll send you a complimentary exclusive white paper with the latest statistics on email etiquette and 8 ways you can change your world by writing smarter and safer!

Book me to speak at your next meeting. I'll custom craft the program and incorporate your theme. Here's what Hotel Sales Marketing Association said about me (this is really cool!): "She is a great motivational speaker filtered through a bit of the comedic genius of Rita Rudner."

All the best-

Sue

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