

John Carlton Presents:

**Another Special Report
From The Simple Writing
System Files**

“Otto”

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Another Special Report From The Simple Writing System

Hey -- Wanna See A Hot Email That Sold A 25,000-Euro Product In One Move?

From The Desk Of
John Carlton

Howdy...

Here is the email we promised... that Otto used to make a huge sale in one step.

The normal process of selling this type of product -- even the lower-priced versions -- involved multiple contacts through email, phone calls, even face-to-face sessions.

This example illustrates one of the essential lessons behind the "classic" salesmanship we've packed into the Simple Writing System:

Just figuring out who you're talking to... and what their needs are... can shortcut the "sales funnel" in any business.

Because, armed with this knowledge of need and self-identity... you can stay focused on the steps that move you quickly through the stages of credibility, USP, and clear explanations of features (with benefits added clearly in).

It's just a beautiful thing to see it all come together like this.

There is a real elegance to an email, or a sales page, or a website, or even a print ad... when it cuts through the BS that ruins most sales messages, and just gets right to the point: Fulfilling the needs and expectations of the reader, and moving steadily through the sales funnel.

There were typo's and some bad grammar in this email. Which absolutely do not matter, when the message is supported by fundamentally sound salesmanship and the persuasive tactics found in the Simple Writing System checklist.

Whether or not you feel this kind of email could be swiped for use in your own business (and it's a great "template" especially for physical products)...

... it remains an excellent example of something that worked.

Read, and see if you can spot the points that fueled the sale.

Note: This is the raw email, copied and pasted here so you can see precisely how it went out.

And remember -- Otto did this while still going through the System. He uses just a few of the steps, which he had only recently been exposed to.

Stay frosty,

John

Dear...

Sorry for the late reply, but for this kind of project, we want to make sure we do it well - right from the start.

That means that even before we offer a price, we make sure that we can do what we promise. It takes a little patience from your side - for which I would like to thank you - but it also ensures that when the project starts, there are no surprises and YOU end up with a happy customer, instead of a lot of misery.

Now, as for the price, I have squeezed out almost all of our margin, because it's our first project together, so I want to offer you a price that normally, nobody else gets.

Your buying price, excluding VAT and shipping is 24,998 euro.

It's very important here to keep the following in mind: This price includes technical support in Turkey from our own people in case the screen is defective - the value of this back-up is worth 1000's of euros already.

The screen will be made to the highest standards, as you can see in the attached datasheet. The screen will have only 2 horizontal seams. This is far less than what some other manufacturers do - they weld vertically, resulting in about 7 seams.

The screen will be shipped in 2 pieces, to save on transportation while keeping it free from transportation damage.

And, we can even do the complete installation in Turkey for you. This gives you some very big advantages:

- You keep your own engineers free to do the work they are best at, so you don't have to sacrifice time they need to spend on other projects...
- You get experts - who have done many of these installations - that complete the installation in less time than people who have never done it...
- Using experts to complete the assembly and installation guarantees a trouble-free completion of your project. Just imagine if you have delays?

Getting pros to do the work ensures completion that results in a happy customer.

If these things count for you, let me know and I'll be happy to give you a quote.

To finalise our offer, I would like to give you the exact measurements for the screen, according to the drawing in the attached spec sheet:

- A: 600 cm
- B: 1600 cm
- C: 666 cm
- D: 1735 cm

I look forward to working with you on this project and please let me know if you need anything else.

Best regards,

Otto