

# How to Sell Massive Amounts Of Pre-Arrangements by Using Sales Letters

Dear Fellow-Pre-Need-Seller,

Sales letters are probably the most confusing misunderstood topic involving pre-need selling....well, if it isn't the most confusing it comes pretty close to it. I'm talking about how to write a damn good sales letter that "gets" your Prospects to call **YOU** on the phone for an appointment.

Not the other way around.

You see, most Sellers of Pre-Arranged funerals and cemetery find themselves chasing Prospects like it were the Olympics. I've got some good news/bad news for you. The bad news is people don't want to be chased. The good news is...

## **There is a better way...**

The tired old last century way of Prospecting went with the Dinosaurs. Let's face it the days of horse and buggies are long gone. But if you were to ask any of the largest cemeteries and funeral home conglomerates you'd hear the same cold-hard-prospecting story that went the way of the buggy.

The death-care industry just doesn't get it and the so called "gurus" don't either because they haven't sold anything in years and when and if they ever sold at all I wonder just how good they were.

"However beautiful the strategy, you should occasionally look at the results."  
---Winston Churchill

Results matter more than anything else. If you aren't getting the results you want how about changing the strategy? Before you begin to criticize or debate what you've learned or what other people are doing try changing the strategy to something that actually works.

**Today I'm going to talk about sales letters  
why we have them and why it would be  
a good idea to learn how to write one.**

First let me tell you what you can use a sales letter for: