

## BEN FRANKLIN HALF DOLLARS BU PITCH

Hello \_\_\_\_\_, it's \_\_\_\_\_ over at Premier Coin Galleries. How are you? How's the weather out there? (Is it Cooling down or heating up?)

When I spoke with you a while ago, I mentioned that I would keep in touch if I came across something you might be interested in. You said it would be okay.

Over the past few months, we settled on a large estate on Long Island. We picked up over 420 rolls of Ben Franklin Fifty Cent Pieces. Here's the thing, \_\_\_\_\_, 320 of them came back in CHOICE BU condition; they are flawless with the exceptional strike. These are the same coins that ten years ago went from \$\_\_\_\_ to \$\_\_\_\_ per coin. We are running a promotion on them right now! We are getting them out for only \$\_\_\_\_ per coin! There are 20 coins in the roll; it works out to be only \$\_\_\_\_ for the entire roll. The most they are allocating right now is three rolls per person. What I'm going to do for you \_\_\_\_\_ is go down and select two of the better rolls and get them out to you.

When you get them, I will call you back to go over them with you to ensure your satisfaction.

How did you want to pay for this order...Visa, MasterCard, Amex?  
We accept them all!