

## MORGAN SILVER DOLLAR BU PITCH

Hi \_\_\_\_\_, it's \_\_\_\_\_ over at Premier Coin Galleries. How are you today? I don't know if you remember, but we spoke a while back, and you said it was okay to keep in touch if I came across something that might interest you.

Are you familiar with the Morgan Silver Dollars? Okay, last week we went to a huge estate sale in Pennsylvania, and an elderly gentleman had over 12,000 Morgan Silver Dollars...12,000! That's a lot of coins! Our buyers arrived first and settled on the entire estate, all 12,000 pieces! We had our graders review them, and the coins came back in a brilliant, uncirculated condition; this guy was a fanatic! They are beautiful, stunning, bright white with exceptional strike. I did research, and there are companies out there selling Morgan's right now for \$ \_\_\_\_\_ - \$ \_\_\_\_\_ per coin.

Now, here's the exciting part. We are thrilled to offer these exceptional coins to our esteemed clients at a special promotional price of only \$ \_\_\_\_\_ PER COIN! As a valued customer, I would like to personally curate 40 of the finest pieces for you—that's two full rolls. These will be dispatched to you within 4-5 business days, accompanied by informative literature. You will have a generous 30-day period to examine them at your leisure. Does this sound like a fair deal to you?