

WASHINGTON QUARTER PROOFS PITCH

Hello _____, this is _____ over at Premier Coin Galleries.

Listen, I wanted to give you a quick call. We have what I consider to be a fantastic situation. My company acquired 100 rolls of Washington quarter proofs about six months ago. (Ask if they know about proofs).

They were double-struck under higher-than-normal heat and pressure to produce a pristine mirror finish. Now, after having a very successful promotion that lasted almost three weeks with these proofs and taking various reserve orders, we've moved on to other areas. At the time of the promotion, we moved these proofs out at \$_____ per coin, which is \$4 - \$8.00 less than their current market value. It's a great deal for all involved! Well, _____, we had 30 rolls on reserve that, for various reasons, have not been followed up on, and the company is now renewing the proof quarter promotion to clear up our inventory.

The best part is that, to ensure we clear them out, the company is letting them go at \$_____ per coin, which is unheard of! That is at least \$8-\$12 less than their current market value, and most impressively, the pieces are stunning!

Now, to give everyone an equal opportunity to acquire these pieces, the company allocates a maximum of four consecutive or different date rolls per person. That is an entire roll of 40 coins for \$_____. A roll consists of forty Washington proofs that I know you'll appreciate! Now _____, you're still shipping to (address.)