

OPEN-ENDED PITCH

Hey _____, it's _____ over at Premier Coin Galleries. How's everything today?

I have a very wealthy client who has been collecting coins for nearly 40 years. He made his money in natural gas in the early fifties and has grown wealthier ever since. Well, my client is now going through an ugly divorce. It seems the more affluent people are, the uglier their divorces become. I don't know because I've never been rich, and I've never been divorced. (HA, HA, HA)

My client's concern about his coins being taken in the divorce has led to him offering them at incredibly deep discounts. Some are available for mere pennies on the dollar. These are coins that have been meticulously preserved in his vault for nearly forty years. The collection includes a wide range of series and rarities, each with the potential for significant investment value.

For instance, we have a [coin and description] available, a truly unique piece that has been undisturbed in his vault for nearly forty years. The best part is, he is offering it at an exclusive price of [price]. This is an incredibly rare opportunity to own a piece of such high quality and rarity. I believe we should seize this exclusive offer while we can.