

**Energy, excitement and enthusiasm = sales**

**Hear me out!**

## **BEN FRANKLIN ROLLS**

Hi \_\_\_\_\_, its \_\_\_\_\_! From Atlantic, **LISTEN!** We just got back in town from a great coin show and something very exciting came in. We were shocked to find in this collection, bankers rolls of Franklin Half Dollars, in incredible condition! \_\_\_\_\_, **THESE COINS HAVE NOT SEEN THE LIGHT OF DAY IN BETTER THAN 4 DECADES!** Each coin has a sharp strike, beautiful luster, **top notch mint state 64+ condition!**

Now \_\_\_\_\_, remember years ago, I had a similar situation with the Walking Liberty Halves. They were trading at about \$50 a coin, and what they have gone on to do since then, is **AMAZING!!** They went from \$50 a coin to **ALMOST \$250 A PIECE!**

We have a very limited supply and the most I can allocate is 3 rolls per client! I'll personally hand select you some of the most beautiful coins you've ever seen! I have these available today **well under bid!** as a matter of fact, **The lowest price we've seen in years! A 40% savings,** at just about \$21 a coin! I'll get them out in today's mail and I know you'll be very impressed! **OKAY!**

**How much are they?**

**That's the best part**

We are talking about one of the hottest areas in the market. The Franklin Half Dollars, There's Twenty coins to roll, so it's quality, quantity and affordability in one package, saving almost 40% at only \$\_\_\_\_\_ a coin! That's just \$\_\_\_\_\_ a roll! That's unheard of! And just to bring you on board I'll even cover the shipping, a \$20 value, absolutely free, **OKAY!**

3 rolls=\$1275

2 rolls=\$850

1 roll=\$425

## Use these techniques to get through a Screener

**You: Is \_\_\_\_\_ there?**

**Them: Who's calling?**

**You: It's (your first name) is he in?**

**Them: \_\_\_\_\_ who?**

**You: (Your first name, your last name) is he in?**

**Them: (Your first name, your last name) from where?**

**You: (Your first name, your last name) from ACGI is he in?**

**Them: What is this call in reference to?**

**You: Oh it's (Your first name, your last name), just following up with some information. Is he in?**

If they continue top ask you question just hang up and go to the next one.

## **10 Basic power closes**

I'm not telling you to jump in with both feet \_\_\_\_\_. It's just a small token trade at only \$\_\_ a coin **OKAY!!!!**

Let's get started and use this package as a barometer as to what to expect from me in the future, **okay!**

All I ask is that you meet me half way; let me show you in small way what I can do for you in terms of quality and service, **okay!**

Look \_\_\_\_\_, Years ago we offered Morgan Dollars to our clients at under 20 dollars a coin! And look what they have done! \_\_\_\_\_ the Franklin Half dollars are the Morgan silver dollars of yesterday! That's why timing is critical!

Look at what you're getting for the money today! Not only are you receiving 20 solid silver Half Dollars at a savings of 40%! You're also receiving free shipping, free handling, a \$20 value! All at just \$\_\_ a coin! I'm gonna get the coins out in front of you! **OKAY!**

Most people have spent over \$200 on one coin alone! These are 20 SOLID Silver half Dollars at just \$\_\_ **A COIN! AND I'LL EVEN COVER THE SHIPPING, OKAY!**

Very rarely do I have an opportunity like this. These coins are valued today between \$20-25 dollars a coin, I have them at just \$\_\_ a coin. That's almost 40% savings! Give me a shot, **OKAY!**

Look I know I'm just a voice over the phone, and I'll always be that unless you give me an opportunity to impress you. I won't let you down. **Okay!**

I'm not asking you to get back into the market, just to take advantage of a small-undervalued opportunity, nothing more nothing less! **Okay?**

Somewhere along the line, I'm sure people gave you an opportunity to prove yourself to them, give me that same opportunity and I won't let you down! **Okay?**

### **How did you get my name?**

\_\_\_\_\_, I'm calling because of your interest in rare coins, obviously you have dealt in coins before. Give me an opportunity to impress you, you are gonna absolutely love these coins. **OKAY!**

### **What if I don't like them (return)?**

Put yourself in my shoes, it's not going to make any sense to send you out anything that you weren't 110% satisfied with, that would be a waste of your time as well as mine. If you like what you see terrific!! We have grounds for future business down the road, if not the coins are mine again, **but I know your gonna love them!! OKAY!**

### **WHICH DATES?**

That's a great question. We have over 100 rolls available and many dates to choose! These coins were just released no less than 15 minutes ago. I'm going to cherry pick these coins for you. I'll guarantee you the coins with the sharpest detail, the coins with the strong eye appeal, rather than hold me to a date, hold me to the quality. **I know you'll love each coin. OKAY?**

### **Questions regarding specific dates.**

\_\_\_\_\_ you and I both know I can't get you a thousand dollar roll for \$\_\_\_\_ ! But what I can do is hand select some of the nicest silver half dollars you've ever seen, \_\_\_\_\_ dollar for dollar this is the best opportunity I've ever seen. Let's get these coins out in front of you **OKAY!**

### **WHAT'S YOUR TELEPHONE# I'LL GET BACK TO YOU"**

\_\_\_\_\_ I give my phone # out 20 times a day, and no one ever calls me back, that's not to say that you wouldn't. But by the time you get back to me chances are the coins will be gone. I'm not telling you jump in with both feet it's a small token trade at \$\_\_\_\_ a coin. **OKAY!!**

### **Send me information?**

\_\_\_\_\_ I can certainly do that, but any information I could send you would be too generic and really wouldn't answer any of your questions, **let the coins speak for themselves** I know you'll love each coin. **OKAY!**

### **Are these coins graded? (coins slabbed or certified)**

That's a great question! You're familiar with the American Numismatic Association Right? \_\_\_\_\_, these coins adhere to the strictest of the A.N.A. grading standards, let the coins speak for themselves **I know you'll love them okay!** {Obviously we are not going to pay \$25 bucks to certify an \$11 dollar coin.}

### **I only deal with (some other coin) gold or whatever!**

\_\_\_\_\_ I can appreciate that your interest may lie in other areas, give me an opportunity with a small undervalued package like this and this way you can see first hand the type of quality and service that I can provide you **OKAY!**

## **Questions**

I'm not telling you to jump in with both feet \_\_\_\_\_. It's just a small token trade at less than \$\_\_\_\_ a coin **OKAY!!!!**

Most people have spent over \$300 on one coin alone! This is a 20 coin roll all Uncirculated solid silver, at just \$\_\_\_\_\_ **A COIN! AND I'LL EVEN COVER THE SHIPPING, OKAY!**

\_\_\_\_\_ **I'm not talking about \$16,000!** were talking about \$\_\_\_\_, you and I both know that is not the real reason, give me an opportunity to put some thing of value out in front of you. You gonna love them, OKAY

All I ask is that you meet me half way, let me show you what I can do for you in terms of quality and service; I'm looking to use this package as a stepping stone to bigger business down the road!

I'm not looking to take food off the table; after all **I'm not talking about five or ten thousand dollars! Were talking about only \$\_\_\_\_\_ not for one coin, but 20 coins! I know your going** to love them. Let's get these coins out to you! **Okay!**

That's the reason I'm calling today, a few months ago we talked about gold coins for several thousand dollars, you told me the same thing, and I made a note to give you a ring with something more affordable, give me an opportunity to impress you, I'm not gonna let you down.

### **DROP CLOSE**

**I can't allow you to pass on this.** All things aside we'll only work with 1 roll. I'm not telling you to take 5 or 10 rolls just 1. I'll personally go down to the vault and hand-select each coin and I know you **going to be very happy!** **Okay!**

I'm sure you and I can agree that we are really not talking about a large sum of money. I'm not calling asking for your last dollar, let's set aside the fact we'll work with \_\_\_\_\_ rolls lets just get 1 roll in front of you, twenty coins, solid silver, **once you see these coins, you'll know you made the right decision. OKAY!**

We are both business men and I know we can agree that you make your best decisions when the fact's are fresh in your mind. I would rather see you take less at the right price, than wait and pay a higher price down the road. Lets Only work with 1 roll it's just \$\_\_\_\_\_ a coin **and I'll still cover the shipping!! OKAY!!**

**NO MONEY**

Timing is everything! If I though it could wait I wouldn't have called. **There's a window of opportunity NOW!!!** . 6 months ago you could have bought these coins a little lower than they are today, rather than waiting and risk paying a higher price, let's compromise and pick them up today! **ALLRIGHT!**

Opportunities like this are few and far between, find a way to do this, we are only talking about \_\_\_\_\_ a coin! \_\_\_\_\_ the people who grab the undervalued opportunities like this are the people who get a head in this market. **OKAY!**

**Look \_\_\_\_\_, I've been calling you on and off for a year!** You've never gave me an opportunity to impress you, \_\_\_\_\_ today I finally have something that deals with as little as \$16 a coin, **give me a shot I wont let you down!!!! OKAY!!!**

Let's get started and use this package as a barometer as to what to expect from me in the future, **okay?**

I've been in this business long enough to realize the best opportunities come around at the worst times. Understand this, I'm not asking you to send me **10 thousand dollars**. This is just a small token trade that you can judge my quality and service. **Give me a shot; I know I can be an asset to you. OKAY!**

\_\_\_\_\_ I owe it to you, to never call you when it is most comfortable to you, only when it is most advantageous. I realize you were not waiting at home for me to call, but by delaying you restrict my ability to do the right job for you! I want you to judge me on my timing! **That's the true key to success! OKAY!**

Look \_\_\_\_\_ we are both business men and I know we can agree that you make your best decisions when the fact's are fresh in your mind. I would rather see you take less at the right price, than wait and risk paying a higher price down the road. Lets work with 1 roll it's only \$ \_\_\_\_\_ and I'll cover the shipping!! **OKAY!!**

What separates me from other brokers is my two very important factors, great pricing and my exact timing, without these tools you're tying my hands. I'm not asking you to jump into the market, but for as little as \_\_\_\_\_ a coin, this is a terrific situation. **Give me a shot I'm not gonna let you down! OKAY!**

\_\_\_\_\_ this is just the tip of the ice burg of what I can do for you over the long term. **Give me your confidence today**, this way when you are looking to get involved in the future whether it's buying or selling I know you will think of me. **OKAY!**

## **TIMING**

Give me your confidence, I'll go down to the vault and I will personally hand select each roll; you will hold me personally accountable. I'll get you some of the most beautiful silver half dollars you've ever seen at less than \$\_\_\_ a coin you can't go wrong. OKAY!!!!

It's important for you to see first hand the type of quality and service that myself and my company can provide to you and in the long run this is going to be stepping stone to bigger and better things in the future. Okay!!

Look I know I'm just a voice over the phone, and I'll always be that unless you give me an opportunity to impress you. I won't let you down. Okay?

Somewhere along the line, I'm sure people gave you an opportunity to prove yourself to them, give me that same opportunity and I won't let you down! Okay?

My only motivation is to show you that I can provide you with high quality rare coins at the right time, but 10 times more important! I feel if I can show you great coins the first time that will lay a solid foundation for years to come OKAY!!!!!!

You've indicated to me in the past that you have worked with other firms out there!! Give me the same opportunity you have given them! I'm not going to let you down!! OKAY!!

Bottom line is \_\_\_\_\_ first impressions mean everything. I wouldn't send you something that your not going to like, I'm looking to establish a long term relationship with you, myself and the company, that's what I'm looking for \_\_\_\_\_ an opportunity to make a first impression. OKAY!!!

**OPPORTUNITY**

The Franklin Half Dollars are one of the last affordable solid silver coins left in the market today. They're the backbone of the coin market, and at \$16.25 a coin this is the lowest price they have been in years. Give me a shot, OKAY!!!

\_\_\_\_\_, the 1963-D went from \$16 a coin to \$25 a coin, in one year, according to the coin world trends guide, THAT'S an increase of almost 60%, If these coins do half as well, I know your gonna be happy!

Very rarely do I have an opportunity like this, These coins are valued today between \$20-25 dollars a coin, I have them at just \$\_\_\_\_\_ a coin. That's a savings of 40%! Okay!

\_\_\_\_\_ In the past most people have spent over \$200 just one coin alone, today you're getting 20 coins for just \$\_\_\_ okay!

Meet me half way; let me show you in small way what I can do for you in terms of quality and service, okay?

During the Twenty Century millions of these coins were melted down! Millions of these coins lost forever! Give me an opportunity to go to work for you, let's get just 1 roll out today, twenty total coins, you will have them in a week and I know you'll love them! Okay?

**POTENTIAL**



## HAVE ENOUGH

You can never have too much of a good thing. If these coins do half as well as they've done in the past, believe me you're going to wish you had ten thousand of them!! Let's just go with 1 roll, I know you'll love them.

OKAY! (potential)

\_\_\_\_\_ I know you have the Franklin Half dollars, that's exactly why I'm calling you. A person such as yourself, would really appreciate the beauty of these coins. Each coin has a sharp strike and a brilliant mint luster, these are some of the nicest coins I've ever seen, and you can't beat the value, OKAY!

I'm not asking you to get back into the market, just to take advantage of a small-undervalued opportunity, nothing more nothing less! Okay?

I can assure you any questions or concerns you have now will be answered when you see these coins. **THE'RE REALLY THAT GOOD! OKAY?**

## DON'T FEEL LIKE IT

You can't buy based on emotion, you have to buy based on the facts. **THE FACTS DICTATE THAT NOW IS THE TIME!** Okay?

\_\_\_\_\_ you don't feel like it! You sound like my wife "I'm not in the mood, I don't feel like it". Next your gonna to tell me you have a head ache. You and I both know the best opportunities come at the worst times. I'm telling you give me your confidence, you'll love the coins. OKAY!

I want to be your eyes and ears in the market. I have my fingertips on the pulse of the coin market. I'll follow these coins for you and if you like what you see, **WHICH I KNOW YOU WILL**, that will lay a solid foundation for years to come. **OKAY!!**

**HAVE ENOUGH/ DON'T FEEL LIKE IT**

## CLOSING THE SALE

**Okay great!** Do I still have you at such and such address? And that's in (Town) is that right? And that's in (State) And Zip Code is that right? And that's going to be attention to your name, Mr. Smith right! **Okay Great!**

You'll have the coins in 4-5 days and I'll call you back and go over each coin with you. Now which would you prefer to use Visa, MasterCard American Express or Discover. We accept all four?

### **Credit card**

Okay great just read me those numbers slowly! And what's the expiration date. All right let me read that back to you. Is that correct? Okay thanks for your confidence and just hold on one second for our processing department! **Hold ON!**

### ***Credit Card Close***

\_\_\_\_\_ for the first transaction and only the first transaction due to the limited supply we would prefer to work with MasterCard, Visa, American Express, or discover, this way I can expedite the order today and I'll even cover the shipping OKAY!!!

**(If yes back to Credit card, if no continue)**

That's No problem well work with a check! Now go get a pen and a piece of paper!  
**WRITE THIS DOWN!** The buy confirmation # is \_\_\_\_\_, **Write this down** The name of our firm is "Atlantic", THE ADDRESS IS # **183 S Wellwood Ave**, GOT THAT? THE TOWN NAME IS Lindenhurst (spell it) THE STATE IS **NEW YORK**, AND THE ZIP IS **11757**. NOW READ THAT BACK TO ME!

**Okay GREAT, now on the outside of the envelope I want to write in big letter BILL Recipient, In other words you billing me for the pick up!** You've heard of **FED- EX RIGHT!** OK, GREAT THE'RE A GREAT SERVICE AND WE'VE WORKED WITH THEM FOR YEARS, ALL YOU HAVE TO DO IS MAKE A CHECK PAYABLE TO "Atlantic", just like always, WRITE MY confirmation number in the memo part of the check, AND PUT THE CHECK INTO AN ENVELOPE and I'll PAY FOR THE PICK UP, THERE'S NO CHARGE TO YOU. With that confirmation # the order is secured, the coins are **shipped immediately**, AND YOU'LL HAVE THEM IN A FEW DAYS. Now \_\_\_\_\_, I have my federal express courier in your area so he'll be by from now to the next couple of hours. **CONGRATULATIONS**, your order is secured and fed ex will be by shortly. **AGAIN AND HAVE A NICE DAY!**

## **CLOSING THE SALE**

# Goal 75%

## Kennedy Half Dollar Bump

Hi \_\_\_\_, it's \_\_\_\_ again **listen**, I was just entering your information in the computer, and it turns out we have a promotion running today. With this package I am authorized to include one roll of **solid silver** half dollars, a true collectors item, the 1964 First, last and only, date the JFK Half dollars were struck in solid silver, again 20 total coins! best part is were letting these go with this promotion at just about half price, **under \$10 a coin**, they normally sell for almost \$20 a coin, **so at half price**, it doesn't get much better than that. I'll include this roll with the package, with no additional shipping and handling. **OKAY!**

**20 coins 9.75 per coin = \$195 a roll**

Peer pressure close

well \_\_\_\_, everybody I'm speaking with today is going for this, I mean after all \_\_\_\_ it doesn't get much better than half price and with the recent run up in the price of silver it's a cant miss situation! **Just take 1 roll, that's twenty total coins at just \$9.75 a coin, OKAY!**

1 BF ROLL+ 1 BUMP= \$420

1 BF ROLL+ 2 BUMP= \$715

2 BF ROLLS+ 1 BUMP= \$845

2 BF ROLL+ 2 BUMP= \$1040