

Armand Nouri
The North American Directory of Dentists
SPEC COPY – e-mail: sent to targeted list

[Subject Line] We know the names and numbers of almost all your prospects—do you?

Now you can get in contact with 99.9% of all dental practices in America

GRAPHIC: Directory is open, showing organized listings. Next to it is an office phone, notepad and pen—salesperson's materials.

[caption] Each listing is a comprehensive mini-report on a dental practice.

Dear Sales Manager,

I'm sure, like most salespeople, you're always on the lookout for good leads. But is it really your job to look for people?

Finding prospects may be a means to your end, but it would be easier to just snap your fingers and have the right dental practice to call appear without having to search and potentially call the wrong number.

The good news is that you **can** do just that.

You don't have to search anymore, because a direct line to virtually every dental practice in America exists!

Introducing *The North American Directory of Dentists*.

It's an annual directory that's been in publication since **1951**.

It features a comprehensive list of 99.9% of all dental practices in America, which provides you with your entire customer base.

Just pick up the phone and call any dentist

Each lead in the directory is padded with up-to-date, relevant business details so you can screen each entry just by looking at the facts. Contact information is 97.8% guaranteed to be error free or your money back.

The North American Directory of Dentists will also **increase** your chance of reaching working dentists, which means you can **reduce** the amount of mail that gets returned due to incorrect addresses and **reduce** the amount of time wasted by calling wrong non-working numbers.

Here's what our customers say:

"Easily the most comprehensive directory of dentists available. It lets us make more calls and more sales at the end of the day." Kevin Kim, Selling Edge Magazine, July 2010 issue.

"Our sales team doesn't waste time scrambling for prospects anymore. We just refer to the directory and make the calls." Tom Grover, Dental Supply Company, Torrance, California.

So why search for dentists when they're already found? That's right; we've found virtually **all** your prospects. All you have to do is pick the appropriate one and get in contact.

Don't let the competition call those numbers first.

Order today and receive a 30% discount. Call **1-800-5500** or visit **www.americandirectory.com** and place your order. Use the following code when you purchase to apply your 30% discount [CODE]. This offer expires in 7 days.

Call **1-800-5500** or visit **www.americandirectory.com** today to place your order.

- We guarantee the contact and business information of 99.9% of all dental practices in America. If you're not happy with our comprehensive list, then send the directory back within 30 days and we'll refund your money—no questions asked.

p.s. Don't search—start selling.