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The North American Directory of Dentists

SPEC COPY – sales/landing page: receives traffic from minimally pre-sold Google searchers/banner ad/adwords ad and other short ad sources

Now you can call almost any dental practice in America within seconds

GRAPHIC: Salesman writing notes while speaking to a prospect on the phone with directory open in front of him.

Imagine having access to the contact information of virtually any dental practice in America.

With that information, you wouldn't have to search and screen for the right prospects anymore; instead you could just pick an appropriate listing and call.

The North American Directory of Dentists does this by featuring:

- A comprehensive list of 99.9% of all dental practices in America.
- Accurate listings that are kept up-to-date with a less than 3.6% error rate.
- A trusted track-record that's been in place since 1951.

It's a resource that makes finding your customers easier and faster

It will:

- Reduce time wasted searching for prospects
- Reduce the amount of mail returned due to incorrect addresses
- Increase the amount of time you devote to *selling*, not searching

And what would you do with more selling time? How many more sales could you achieve if your job was to only sell—not search?

Some of our customers can answer those questions:

“Our sales team doesn’t waste time scrambling for prospects anymore. We just refer to the directory and make the calls. And by calling more we can sell more. –Tom Grover, Sales Manager, Dental Supply Company, Torrance, California.

“The directory has made my job a lot easier. I don’t have to find dental practices anymore. We now have a list that’s organized by city so we can choose a relevant listing and simply call. We’re now making more calls per day and hitting our quotas faster.” –Darren Burgess, Sales, Sutherland Dental Resources, Irvine, California.

Each listing also contains essential business information

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

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

And prospects are organized by city

GRAPHIC: Excerpt of a grouping of contacts organized by city

[caption] Target local or out-of-state dental practices—wherever convenient.

So how could this *not* make your job easier? You’ll hit more numbers because you’ll have more numbers to call.

In other words, the directory will cut out your busywork, allowing you to focus on selling so you can make **more** pitches per work day.

And as you know, ***more pitches equals more potential sales.***

All of this from just one directory.

Take advantage and equip your sales efforts with this asset for only X\$!

*If you order today, we’ll send a **free** [gift of client’s offering] with your directory.*

- We guarantee the contact and business information of 99.9% of all dental practices in America. If you're not satisfied, then then send back the directory within 30 days and you'll receive a full refund—no questions asked.

[BUY NOW BUTTON → ORDER FORM]/[ORDER FORM ALONGSIDE BODY COPY]