

WAR OF 1812 GOLD COIN/FREE BOOK OB CALL CAMPAIGN

Good morning/afternoon, my name is _____
and I'm calling from the Royal Canadian Mint in Ottawa.

I'm calling today for two reasons: the first is to thank you for being a customer of the Mint; we really appreciate you choosing our coins in the past.

The second reason – and I know you're probably used to hearing from the Mint with information about our coins – but, today, I'm actually calling to let you know about a very special book we're offering to select customers. May I take a moment or two now to tell you more about this?

- The book is called “The Four Wars of 1812”
- It's written by renowned Canadian historian, Dr. Peter MacLeod
- Dr. MacLeod is the head curator at the Canadian War Museum and he wrote “The Four Wars of 1812” as an extension of the commemorative exhibit he's created here in Ottawa about the war.
- Dr. MacLeod has also worked very closely with us as an advisor on the designs we're using for our 1812 coin products

But what we found so interesting and unique about his book, and thought our customers would too, is that it looks at the conflict from four very different perspectives:

- the Canadian and French settlers who lived in Upper and Lower Canada at the time,
- the British
- the United States
- and most intriguingly, from the perspective of the First Nations people who played a pivotal role in the conflict and who were fighting for their futures.

With over 50 full colour illustrations and photos in about 100 pages, this book is a perfect companion to our beautiful Pure Gold coin that commemorates the War of 1812.

So for a very limited time, we're offering the book as a free gift to customers who order our commemorative War of 1812 one-quarter ounce Pure Gold coin. And I'd like you to be one of those customers who get this book because we only have 200 of these coins still available so this offer won't last long.

One thing that not many people know about our War of 1812 Fine Gold Coin is:

- each coin is hand-polished
- only 2,000 of these coins are available world-wide – and less than 200 are left, as I mentioned

- it's 99.99% Pure Gold and has beautiful serrated edge all around the coin
- the design on the coin is very unique. It features an Eagle, representing the American Forces, standing opposed to a stylized Lion representing the British Forces. Between them, stretches a military shield with a Maple Leaf on it that symbolizes the shared resolve of the English and French speaking Canadian volunteers and First Nations warriors who defended what was then Upper and Lower Canada
- It also features the words "1812 to 2012" and "Fine Gold ¼ ounce" embossed in raised relief over the hand-polished mirror-like background.

This pure gold coin is available for [REDACTED] and is tax exempt – so there is no GST or HST. We have two options for customers to order this coin:

1. Order now using your credit card for the full amount, or;
2. Order now and I can bill your credit card in two amounts of [REDACTED] – once today and once again next month for the same amount.
 - a. We'll ship you your coin and free book after the second billing has been applied to your credit card.

Which option would you like me to use for your order?

IF THERE ARE OBJECTIONS TO THE PRICE:

- I understand.
- I realize I'm calling you today about something you probably hadn't planned to purchase
- But this offer won't last long with only 200 of these coins still available from a very limited mintage of only 2,000 worldwide
- When you place your order today, **shipping is free** – so we will waive our usual shipping fees.
- But there is one more thing too:
 - Your order is backed up by our **No-risk, 100% Satisfaction Money-back Guarantee**: order your coin now and if you're not completely satisfied with it in every way once it arrives, you can simply return it to us and we'll refund your money in full. And the free book is yours to keep as our gift to you for being a Royal Canadian Mint customer.
- So you get free shipping, a free book *and* our Satisfaction Guarantee when you order this beautiful coin!
- How would you like me to process your order – on your credit card in one billing or over two months?

IF THERE ARE OBJECTIONS TO ORDERING OVER THE PHONE (IE. NO ONLINE ORDER HISTORY):

- That's interesting.
- Many customers have mentioned that same thing to us in the past.
- So we've made some changes to our ordering system and now any order placed by telephone is available for you to see online at Mint.ca. You simply log-in and your order history is right there as part of your Profile
- Plus, if you would like to know more details about when your order will ship, you can simply call me personally and I will investigate – you by-pass our regular call centre and can call me on my direct line. Think of me as your personal coin ambassador here at the Mint!
- I expect this special gift offer to be available for just the next few days as we only have 200 copies of the book to go with each coin we still have available. Is there any reason I can't place your order now so you get free shipping as well?

IF THERE ARE STILL OBJECTIONS OR THE CUSTOMER WOULD LIKE TO SEE THE COIN:

- If it's okay with you, I'd like to send you an email with a link to where you can see this beautiful coin on our website and learn more about the free book offer
- May I send that to you now?
- Once you get the email and see the coin, please call me directly to place an order so I can make sure you get free shipping. My phone number will be in the email.

PROPOSED TEXT FOR FOLLOW-UP EMAIL

Dear [FIRST NAME]:

Thanks once again for your time on the phone today. I appreciate having the chance to tell you about our War of 1812 Fine Gold Coin and FREE book offer.

You can see the coin for yourself [and learn more about this limited-time offer by clicking here](#). Remember, your satisfaction is 100% guaranteed: order this coin and if you're not completely satisfied with it in every way, simply return it to me and your money will be refunded.

Please call me directly at 1-888-xxx-xxxx to place your order and get FREE shipping as well as a [FREE copy of "The Four Wars of 1812"](#) as our gift to you for purchasing the [99.99% Pure Gold War of 1812](#) coin (mintage of only 2,000 worldwide).

Sincerely,

John Hancock
Account Executive
Royal Canadian Mint