



How to: Use your Dedicated Sales Link in an email





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Step 1:

Start your dental email template. Below is an example of a simple template you could use.

The screenshot shows an email client window titled "Need Dental Insurance? - Message (HTML)". The interface includes a menu bar (File, Message, Insert, Options, Format Text, Review, Help, Acrobat) and a toolbar with various editing and formatting options. The email body contains the following text:

Send

To: Your Client

Cc:

Subject: Need Dental Insurance?

Dear Client,

Just touching base and hope all is well. Are you in need of some dental insurance? I have a dental plan that just might be perfect for you.

Spirit Dental & Vision Plan Highlights:

- PPO dental plans
- Choose your own dentist
- No waiting periods for all dental services
- Every day effective dates
- Implants & major services covered
- Up to \$5,000 annual max
- \$7 optional vision add-on

Click here to start your free quote today! Or call me at 888-888-8888 to help get you started.

Agent Name
Business Name



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Step 2:

To send your client directly to spiritdental.com using your dedicated selling link, you can attach your link to any image or text within your email.

- Right click on the word or image you would like the client to click on. In this example, we want the client to click on the word "here" in the last sentence. Highlight and right-click on the word "here."
- When the pop-up menu appears, click on "Link" within that menu.
- Copy and paste your dedicated link within the area highlighted on the visual below.

Need Dental Insurance? - Message (HTML)

File Message Insert Options Format Text Review Help Acrobat

Calibri (Body) 11 B I U A ...

Send To Cc Subject

Dear Client,

Just touching base and hope a

Spirit Dental & Vision Plan High

- PPO dental plans
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Step 3:

Click “OK” and you will see that the word “here” is now highlighted and underlined, meaning that it is a link. When clients click on it, they will be directed to spiritdental.com under your link and you will get credit for those sales.

The screenshot shows an email client window titled "Need Dental Insurance? - Message (HTML)". The interface includes a menu bar (File, Message, Insert, Options, Format Text, Review, Help, Acrobat) and a ribbon with various editing tools. The email draft is addressed to "Your Client" with the subject "Need Dental Insurance?". The body of the email starts with "Dear Client," followed by a paragraph: "Just touching base and hope all is well. Are you in need of some dental insurance? I have a dental plan that just might be perfect for you." Below this is a section titled "Spirit Dental & Vision Plan Highlights:" with a bulleted list of features: PPO dental plans, Choose your own dentist, No waiting periods for all dental services, Every day effective dates, Implants & major services covered, Up to \$5,000 annual max, and \$7 optional vision add-on. At the bottom of the draft, the text reads: "Click here to start your free quote today! Or call me at 888-888-8888 to help get you started." The word "here" is underlined and highlighted in blue, indicating it is a clickable link. Below the main text are fields for "Agent Name" and "Business Name".

Want a fancier email template or still a little unclear on how to do this? Feel free to give us a call at **(800) 620-5010 option 4**, or email us at **marketing@directbenefits.com** so we can help you out!

Happy Selling!