



DirectBenefits

AN ALERA GROUP COMPANY

HOW TO:
Use your Dedicated Sales Link
in an email

3 easy steps...

Step 1:

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

Need Dental Insurance? - Message (HTML)

File Message Insert Options Format Text Review Help Acrobat Tell me what you want to do

Clipboard Basic Text Names Include Adobe Acrobat Tags Voice Customer Manager Insights My Templates

Send From To Cc Subject

From: [Dropdown]
To: Your Client
Cc: [Dropdown]
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:

- Choose your own dentist
- Implants & Major services covered
- Adult & Child Ortho available
- Up to \$5,000 Annual Max
- No waiting for all services
- 3 cleanings per year
- Optional vision

Click here to start your free quote today! Or call me at 888-888-8888 to help you get 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, so 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 Tell me what you want to do

Clipboard Paste Basic Text Names Include Adobe Acrobat Tags Voice Customer Manager Insights View Templates My Templates

From: [Redacted]
To: Your Client
Cc: [Redacted]
Subject: Need Dental Insurance

Dear Client,

Just touching base and hope all is well. Are you

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Agent Name
Business Name

Insert Hyperlink

Link to: Text to display: here

Look in: Documents

Current Folder: Adobe, BroadCloud, Custom Office Templates, DB Re-Branding, DYMO Label, Music, My Data Sources, My Recording Files, Not Important

Address: <https://www.spiritdental.com/get-a-quote?agent=001C000001Ko3n>

OK Cancel



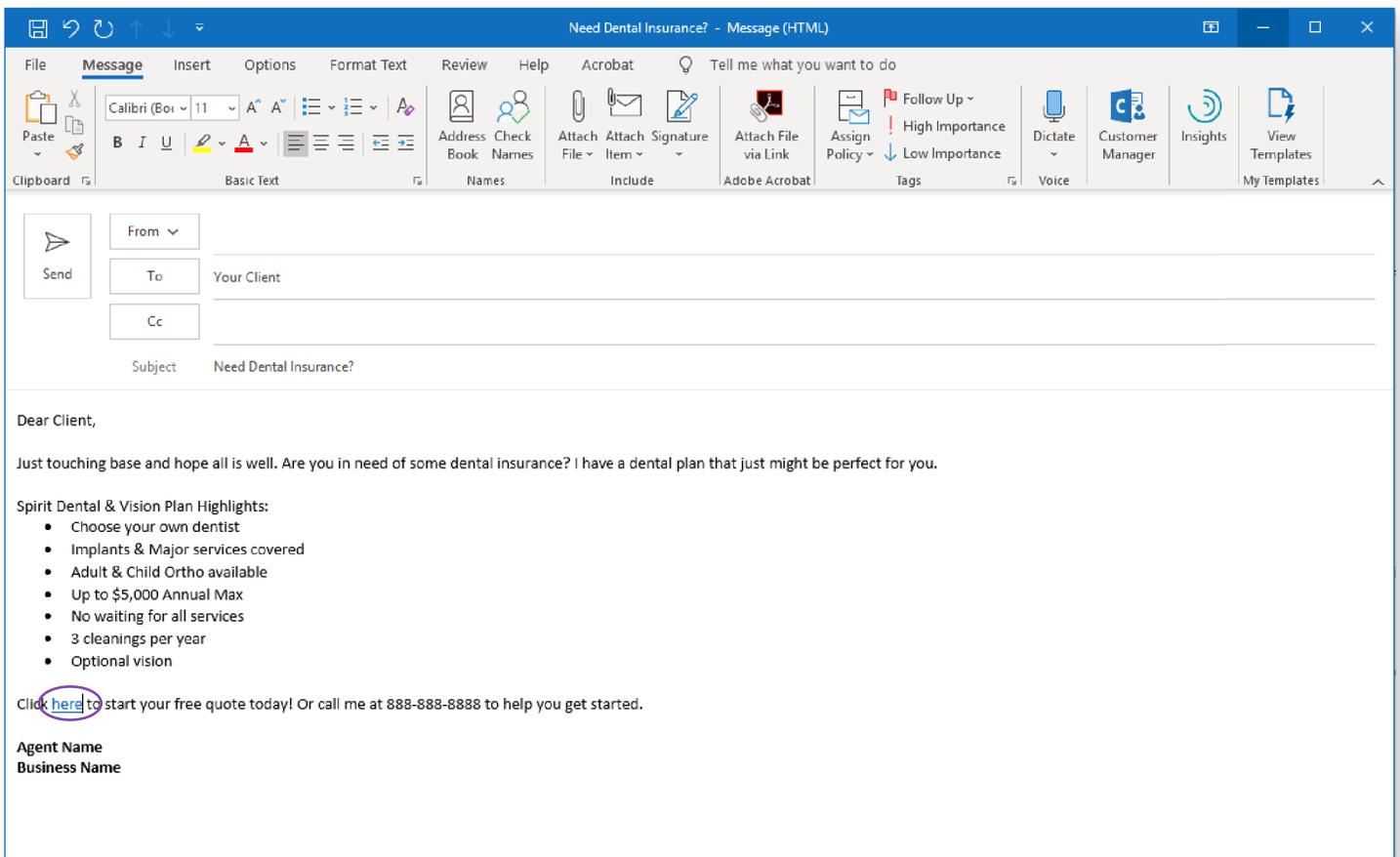
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Step 3:

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.



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!

(800) 620-5010
directbenefits.com/agents

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