```python
import re

def extract_emails(text):
    email_pattern = r'\b[A-Za-z0-9._%+-]+@[A-Za-z0-9.-]+\.[A-Z|a-z]{2,7}\b'
    emails = re.findall(email_pattern, text)
    return emails

def extract_phone_numbers(text):
    phone_pattern = r'\b\d{3}[-.]?\d{3}[-.]?\d{4}\b'
    phone_numbers = re.findall(phone_pattern, text)
    return phone_numbers

# Sample text
sample_text = """
Contact us at support@example.com or call 123-456-7890 for assistance.
For sales inquiries, email sales@example.com or dial 987-654-3210.
"""

# Extract emails and phone numbers
extracted_emails = extract_emails(sample_text)
extracted_phone_numbers = extract_phone_numbers(sample_text)

print("Extracted Emails:", extracted_emails)
print("Extracted Phone Numbers:", extracted_phone_numbers)
```

```
Extracted Emails: ['support@example.com', 'sales@example.com']
Extracted Phone Numbers: ['123-456-7890', '987-654-3210']
```