

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Appliance Repair Business's Technician Retention?

Hi [First Name],

As an appliance repair business owner, you're likely facing two major challenges right now:

1. Qualified repair technicians are harder than ever to find and keep (with specialized skills and unpredictable service calls)
2. Traditional health insurance is becoming unaffordable for appliance repair businesses operating with increasing parts costs and tight margins

I work with appliance repair companies across [region/country] who tell me the same story - they want to offer benefits to attract and retain good technicians, but the cost of traditional insurance is crushing their margins.

What if you could offer your repair team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for appliance repair businesses like yours. Our appliance repair clients are seeing:

- 35% higher technician retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Improved customer satisfaction through consistent, experienced technicians

I'd like to share a quick 3-minute video showing how appliance repair businesses like yours are using this solution to keep their best technicians while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]  
Appliance Repair Industry Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at [alllutional.com](http://alllutional.com)

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## Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

**Subject Line:** How [Local Appliance Repair Company] Solved Their Technician Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your appliance repair team.

Did you know that appliance repair companies with some form of health benefits retain technicians 38% longer? In an industry where customer satisfaction depends on skilled, reliable technicians, that's significant for your business's reputation and repeat service calls.

[Appliance Repair Company Name], a repair business in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good technicians to larger service companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising parts costs. Alllutional's solution costs us less than \$40 per team member per month, and our technicians love the telehealth access that works with their mobile schedules." - [Owner Name], Business Owner

Here's what Alllutional's non-insurance benefits package includes for your repair team:

- 24/7 telehealth access for technicians and their families (perfect for their unpredictable service call schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Appliance Repair Company Name]?

Best regards,

[Your Name]  
Appliance Repair Industry Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. You can see the full benefits package and pricing at [alllutional.com](http://alllutional.com)

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## Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

**Subject Line:** The Real Cost of Losing a Skilled Appliance Technician (And How to Stop It)

Hi [First Name],

When a skilled appliance repair technician leaves your business, it costs approximately \$18,000 to replace them.

For an appliance repair business with 5 technicians and an industry average turnover rate of 30%, that's \$27,000 walking out the door each year.

But what's driving them away? Our research with appliance repair business owners shows:

- 67% of technicians would choose a company with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing service calls (especially important with your unpredictable schedule)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

### COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

### ROI CALCULATION:

If you retain just 2 technicians per year who would have otherwise left, you're saving \$36,000.

That covers the Alllutional benefits cost for your entire 5-person team for over 12 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your appliance repair team.

Best regards,

[Your Name]

Appliance Repair Industry Benefits Specialist

[Your Phone]

[Your Email]

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## Email 4: Overcome Objections (Send 5 days after Email 3)

**Subject Line:** [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your appliance repair business. Most of the owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your technicians can enroll between service calls.

"My technicians won't use these benefits with their mobile schedules."

→ 91% of appliance repair teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing service calls.

"We've looked at benefits before and they're too expensive with our parts costs."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single premium appliance part.

Here's what [Owner Name] from [Similar Local Appliance Repair Company] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of our best technicians was considering leaving for a larger service company with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]  
Appliance Repair Industry Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Appliance Repair Company Name].

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## Email 5: Final Call to Action (Send 7 days after Email 4)

**Subject Line:** Final Thoughts on Technician Benefits for [Appliance Repair Company Name]

Hi [First Name],

Over the past few weeks, I've shared how other appliance repair businesses are using Alllutional's affordable benefits package to:

- Attract and retain skilled technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve customer satisfaction through consistent, experienced technicians
- Save thousands compared to traditional benefits

I understand you're busy running your appliance repair business, so this will be my final follow-up.

If technician retention and offering affordable benefits is a priority for your business this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit [alllutional.com](http://alllutional.com) or use this direct link to see pricing for your team size: [Custom link to [alllutional.com](http://alllutional.com)]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your administrative hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Appliance Repair Company Name].

Best regards,

[Your Name]  
Appliance Repair Industry Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific appliance repair business needs.