

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Auto Repair Shop?

Hi [First Name],

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

1. ASE-certified technicians are harder than ever to find and keep (especially with their significant tool investments)
2. Traditional health insurance is becoming unaffordable for repair shops operating on tight margins

I work with auto repair shops 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 technicians valuable health benefits without the crushing cost of insurance?

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

- 29% higher retention of certified technicians
- \$3,700+ savings per employee compared to traditional insurance
- Improved bay productivity with fewer missed workdays

I'd like to share a quick 3-minute video showing how auto repair shops 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]
Automotive 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

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

Subject Line: How [Local Auto Shop] Solved Their Technician Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your auto technicians.

Did you know that repair shops with some form of health benefits retain ASE-certified technicians 35% longer? In an industry where replacing a certified technician costs approximately \$20,000, that's significant savings.

[Auto Shop Name], a repair shop in [nearby location] with [X] technicians, was struggling with the same issues you might be facing:

"We were losing good technicians to dealerships with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our margins. Alllutional's solution costs us less than \$40 per technician per month, and our team loves the telehealth access that understands the physical demands of their work." - [Owner Name], Owner

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

- 24/7 telehealth access for technicians and their families (perfect for addressing the physical demands and risks of shop work)
- 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 [Auto Shop Name]?

Best regards,

[Your Name]
Automotive Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at alllutional.com

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

Subject Line: The Real Cost of Losing an ASE-Certified Technician (And How to Stop It)

Hi [First Name],

When an ASE-certified technician leaves your shop, it costs approximately \$20,000 to replace them.

For an auto repair shop with 5 technicians and an industry average turnover rate of 25%, that's \$25,000 walking out the door each year.

But what's driving them away? Our research with auto repair shop owners shows:

- 67% of technicians would choose a shop with benefits over one with slightly higher flat rate
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor who understands the physical demands and risks of their work

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 certified technicians per year who would have otherwise left, you're saving \$40,000.

That covers the Alllutional benefits cost for your entire 5-person team for over 13 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 auto repair team.

Best regards,

[Your Name]

Automotive Industry Benefits Specialist

[Your Phone]

[Your Email]

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 auto repair shop. 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 during a morning meeting.

"My technicians won't use these benefits."

→ 91% of auto technicians 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 work.

"We've looked at benefits before and they're too expensive for our margins."

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

Here's what [Owner Name] from [Similar Local Auto Shop] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of my ASE-certified technicians was considering leaving for a dealership 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]
Automotive 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 [Auto Shop Name].

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

Subject Line: Final Thoughts on Technician Benefits for [Auto Shop Name]

Hi [First Name],

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

- Attract and retain ASE-certified technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve bay productivity with fewer missed workdays
- Save thousands compared to traditional benefits

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

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

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

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during a slower time in your shop schedule.

Thank you for your consideration, [First Name]. I wish you continued success with [Auto Shop Name].

Best regards,

[Your Name]
Automotive 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 auto repair shop needs.