

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Commercial Cleaning Business?

Hi [First Name],

As a commercial cleaning business owner, you're likely facing two major challenges right now:

1. Reliable cleaning staff are harder than ever to find and keep (with industry turnover exceeding 200%)
2. Traditional health insurance is becoming unaffordable for cleaning companies operating on thin margins

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

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

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

- 45% reduction in staff turnover
- \$3,700+ savings per employee compared to traditional insurance
- Improved client satisfaction through consistent cleaning teams

I'd like to share a quick 3-minute video showing how commercial cleaning companies like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]  
Commercial Cleaning Business 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 Cleaning Company] Solved Their Staff Turnover Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your commercial cleaning staff.

Did you know that cleaning companies with some form of health benefits reduce turnover by 45% on average? In an industry with turnover rates exceeding 200%, that's significant for your training costs, quality control, and client satisfaction.

[Cleaning Company Name], a commercial cleaning business in [nearby location] with [X] employees, was struggling with the same issues you might be facing:

"We were losing good cleaning staff constantly. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our contract margins. Allutonal's solution costs us less than \$40 per employee per month, and our team loves the telehealth access that works with their evening and night schedules." - [Owner Name], Owner

Here's what Allutonal's non-insurance benefits package includes for your cleaning team:

- 24/7 telehealth access for employees and their families (perfect for off-hours 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 [Cleaning Company Name]?

Best regards,

[Your Name]  
Commercial Cleaning Business Specialist  
[Your Phone]  
[Your Email]

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

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

**Subject Line:** The Real Cost of Your 200%+ Staff Turnover (And How to Stop It)

Hi [First Name],

When your cleaning staff turnover exceeds 200%, it costs approximately \$4,500 to replace each employee.

For a commercial cleaning business with 20 employees and an industry average turnover rate of 200%, that's \$180,000 walking out the door each year.

But what's driving them away? Our research with commercial cleaning business owners shows:

- 67% of cleaning staff would choose a job 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 work (especially important with evening/night schedules)

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 reduce your turnover by just 45% (the average our clients see), you're saving \$81,000 per year.

That covers the Alllutional benefits cost for your entire 20-person team for over 6 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 cleaning team.

Best regards,

[Your Name]

Commercial Cleaning Business 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 commercial cleaning 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 with our distributed workforce."  
→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your staff can enroll via their smartphones.

"My cleaning staff won't use these benefits."  
→ 91% of cleaning 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 shifts.

"We've looked at benefits before and they're too expensive for our thin 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 cleaning supply order.

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

"I was skeptical at first, but my team started using the telehealth service immediately. Our turnover dropped by 50% in the first six months, and our client satisfaction scores improved because we had consistent cleaning teams."

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]  
Commercial Cleaning Business 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 [Cleaning Company Name].

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

**Subject Line:** Final Thoughts on Staff Benefits for [Cleaning Company Name]

Hi [First Name],

Over the past few weeks, I've shared how other commercial cleaning companies are using Allutlional's affordable benefits package to:

- Dramatically reduce their 200%+ turnover rates
- Provide valuable healthcare access without insurance costs
- Improve client satisfaction through consistent cleaning teams
- Save thousands compared to traditional benefits

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

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

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

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

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

Best regards,

[Your Name]  
Commercial Cleaning Business Specialist  
[Your Phone]  
[Your Email]

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