

Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Skilled technicians are harder than ever to find and keep (especially those with NATE certification)
2. Traditional health insurance is becoming unaffordable for HVAC companies operating on seasonal revenue

I work with HVAC 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, especially during off-peak seasons.

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

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

- 27% improvement in technician retention
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed service calls during peak season

I'd like to share a quick 3-minute video showing how HVAC companies like yours are using this solution to keep their best technicians while staying profitable year-round.

Would you be open to taking a look?

Best regards,

[Your Name]
HVAC Business Solutions 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 allutlional.com

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

Subject Line: How [Local HVAC Company] Solved Their Technician Retention Problem

Hi [First Name],

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

Did you know that HVAC companies with some form of health benefits retain technicians 35% longer? In an industry where replacing a certified technician costs approximately \$12,000, that's significant savings.

[HVAC Company Name], a residential/commercial HVAC business in [nearby location] with [X] technicians, was struggling with the same issues you might be facing:

"We were losing good technicians to larger mechanical contractors with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have, especially during our slower seasons. Allutonal's solution costs us less than \$40 per technician per month, and our team loves the telehealth access that doesn't require missing service calls." - [Owner Name], Owner

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

- 24/7 telehealth access for technicians and their families (perfect for after-hours and weekend emergencies)
- 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 [HVAC Company Name]?

Best regards,

[Your Name]
HVAC Business Solutions Specialist
[Your Phone]
[Your Email]

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

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

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

Hi [First Name],

When a skilled HVAC technician leaves your company, it costs approximately \$12,000 to replace them.

For an HVAC business with 8 technicians and an industry average turnover rate of 25%, that's \$24,000 walking out the door each year.

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

- 67% of HVAC technicians 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 service calls (especially important during peak summer and winter seasons)

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 skilled technicians per year who would have otherwise left, you're saving \$24,000.

That covers the Alllutional benefits cost for your entire 8-person team for over 5 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 HVAC team.

Best regards,

[Your Name]

HVAC Business Solutions 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 HVAC 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 during your next team meeting.

"My technicians won't use these benefits."

→ 91% of HVAC 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 service calls.

"We've looked at benefits before and they're too expensive, especially during our slow season."

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

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my NATE-certified technicians was considering leaving for a larger mechanical contractor 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]
HVAC Business Solutions 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 [HVAC Company Name].

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

Subject Line: Final Thoughts on Technician Benefits for [HVAC Company Name]

Hi [First Name],

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

- Attract and retain skilled technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed service calls and improve customer satisfaction
- Save thousands compared to traditional benefits

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

If technician 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 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 between service calls or during your administrative time.

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

Best regards,

[Your Name]
HVAC Business Solutions 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 HVAC business needs.