

Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a mobile car detailing business owner, you're likely facing two major challenges right now:

1. Skilled detailers are harder than ever to find and keep (especially with the physical demands and chemical exposure)
2. Traditional health insurance is becoming unaffordable for detailing businesses with weather-dependent revenue

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

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

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

- 30% higher employee satisfaction and retention
- \$3,700+ savings per employee compared to traditional insurance
- Consistent quality standards through reduced turnover

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

Would you be open to taking a look?

Best regards,

[Your Name]
Auto Detailing 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 allutlional.com

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

Subject Line: How [Local Detailing Company] Solved Their Detailer Retention Problem

Hi [First Name],

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

Did you know that detailing businesses with some form of health benefits retain skilled detailers 35% longer? In an industry where quality and consistency are everything, that's significant for your reputation and bottom line.

[Detailing Company Name], a mobile detailing business in [nearby location] with [X] detailers, was struggling with the same issues you might be facing:

"We were losing good detailers to larger auto shops with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have, especially during rainy seasons. Allutonal's solution costs us less than \$40 per detailer per month, and our team loves the telehealth access that understands their chemical exposure concerns." - [Owner Name], Owner

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

- 24/7 telehealth access for detailers and their families (perfect for addressing chemical exposure concerns)
- 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 [Detailing Company Name]?

Best regards,

[Your Name]
Auto Detailing Business 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 Detailer (And How to Stop It)

Hi [First Name],

When a skilled detailer leaves your company, it costs approximately \$9,500 to replace them.

For a detailing business with 5 detailers and an industry average turnover rate of 40%, that's \$19,000 walking out the door each year.

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

- 67% of detailers 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 who understands chemical exposure risks (especially important in your industry)

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 detailers per year who would have otherwise left, you're saving \$19,000.

That covers the Alllutional benefits cost for your entire 5-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 detailing team.

Best regards,

[Your Name]

Auto Detailing Business 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 detailing 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 detailers can enroll between appointments.

"My detailers won't use these benefits."

→ 91% of detailing 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 appointments.

"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 bottle of premium compound.

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best detailers 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]
Auto Detailing 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 [Detailing Company Name].

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

Subject Line: Final Thoughts on Detailer Benefits for [Detailing Company Name]

Hi [First Name],

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

- Attract and retain skilled detailers in a competitive market
- Provide valuable healthcare access without insurance costs
- Maintain consistent quality standards through reduced turnover
- Save thousands compared to traditional benefits

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

If detailer 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 Allutional works.

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

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

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

Best regards,

[Your Name]
Auto Detailing 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 Allutional could work for your specific detailing business needs.