

Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a security system installation business owner, you're likely facing two major challenges right now:

1. Qualified installation technicians are harder than ever to find and keep (especially with specialized training and technical skills)
2. Traditional health insurance is becoming unaffordable for security businesses operating with increasing equipment costs and tight margins

I work with security system installers 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 security team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for security installation businesses like yours. Our security 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 security installation 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]
Security 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 Security Company] Solved Their Technician Retention Problem

Hi [First Name],

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

Did you know that security system companies with some form of health benefits retain technicians 38% longer? In an industry where customer trust depends on skilled, reliable technicians, that's significant for your business's reputation and recurring monitoring revenue.

[Security Company Name], an installation 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 security corporations with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our equipment investments. Allutlional's solution costs us less than \$40 per team member per month, and our technicians love the telehealth access that works with their installation schedules." - [Owner Name], Business Owner

Here's what Allutlional's non-insurance benefits package includes for your security team:

- 24/7 telehealth access for technicians and their families (perfect for their varying installation 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 [Security Company Name]?

Best regards,

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

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

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

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

Hi [First Name],

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

For a security installation 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 security 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 installation appointments

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 security installation team.

Best regards,

[Your Name]

Security 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 security installation 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 installation appointments.

"My technicians won't use these benefits."

→ 91% of security 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 installation appointments.

"We've looked at benefits before and they're too expensive with our equipment 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 basic security sensor.

Here's what [Owner Name] from [Similar Local Security 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 security corporation 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]

Security 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 [Security Company Name].

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

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

Hi [First Name],

Over the past few weeks, I've shared how other security installation 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 security installation 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 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 your administrative hours.

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

Best regards,

[Your Name]
Security 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 security installation business needs.