

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Grocery Store's Staff Retention?

Hi [First Name],

As a small grocery store owner, you're likely facing two major challenges right now:

1. Reliable staff members are harder than ever to find and keep (with turnover rates exceeding 60%)
2. Traditional health insurance is becoming unaffordable for independent grocers operating with razor-thin margins

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

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

Alllutional has created a non-insurance benefits package specifically designed for small grocery stores like yours. Our grocery clients are seeing:

- 35% higher staff retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Improved customer service through consistent, experienced staff

I'd like to share a quick 3-minute video showing how grocery stores 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]  
Independent Grocery 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](http://alllutional.com)

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

**Subject Line:** How [Local Grocery Store] Solved Their Staff Retention Problem

Hi [First Name],

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

Did you know that independent grocers with some form of health benefits retain staff 40% longer? In an industry where customer relationships and operational efficiency depend on experienced employees, that's significant for your store's reputation and bottom line.

[Grocery Store Name], an independent grocer in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good staff to big box retailers with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our 1-2% profit margins. Allutlional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that works with their varying schedules." - [Owner Name], Store Owner

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

- 24/7 telehealth access for staff and their families (perfect for their varying shift 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 [Grocery Store Name]?

Best regards,

[Your Name]  
Independent Grocery Benefits Specialist  
[Your Phone]  
[Your Email]

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

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

**Subject Line:** The Real Cost of Your 60%+ Staff Turnover (And How to Stop It)

Hi [First Name],

When a trained grocery store employee leaves your business, it costs approximately \$5,000 to replace them.

For a grocery store with 15 team members and an industry average turnover rate of 60%, that's \$45,000 walking out the door each year.

But what's driving them away? Our research with independent grocery store owners shows:

- 67% of grocery staff would choose a store 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 shifts (especially important with your operating hours)

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 30% (the average our clients see), you're saving \$13,500 per year.

That covers the Alllutional benefits cost for your entire 15-person team for over 1.5 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 grocery team.

Best regards,

[Your Name]

Independent Grocery Benefits 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 grocery store. Most of the independent grocers 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 team can enroll during break times.

"My staff won't use these benefits."

→ 91% of grocery 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 with 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 case of premium produce.

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

"I was skeptical at first, but my team started using the telehealth service immediately. Our cashier turnover dropped by 40% in the first three months, and we've seen a noticeable improvement in customer service scores."

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]  
Independent Grocery 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 [Grocery Store 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 [Grocery Store Name]

Hi [First Name],

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

- Dramatically reduce their 60%+ staff turnover rates
- Provide valuable healthcare access without insurance costs
- Improve customer service through consistent, experienced staff
- Save thousands compared to traditional benefits

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

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

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

Best regards,

[Your Name]  
Independent Grocery 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 grocery store needs.