Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a trucking/transportation company owner, you're likely facing two major challenges right now:

1. CDL drivers are harder than ever to find and keep (with the national driver shortage exceeding 80,000)
2. Traditional health insurance is becoming unaffordable for trucking companies with fluctuating fuel costs and tight margins

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

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

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

• 28% higher driver retention rates
• $3,700+ savings per driver compared to traditional insurance
• Healthier drivers with fewer DOT medical certification issues

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

Would you be open to taking a look?

Best regards,

[Your Name]
Transportation 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 allutional.com

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

Subject Line: How [Local Trucking Company] Solved Their Driver Retention Problem

Hi [First Name],

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

Did you know that trucking companies with some form of health benefits retain CDL drivers 35% longer? In an industry with a national driver shortage exceeding 80,000, that's significant for your fleet utilization and customer service.

[Trucking Company Name], a transportation company in [nearby location] with [X] drivers, was struggling with the same issues you might be facing:

"We were losing good drivers to larger carriers with benefits packages. Traditional insurance would have cost us over $7,000 per driver annually - money we simply didn't have with fluctuating fuel costs. Allutional's solution costs us less than $40 per driver per month, and our team loves the telehealth access that works perfectly with their on-the-road lifestyle." - [Owner Name], Owner

Here's what Allutional's non-insurance benefits package includes for your drivers:

• 24/7 telehealth access for drivers and their families (perfect for accessing care while on the road)
• Prescription discounts at over 65,000 pharmacies nationwide
• Mental health support services (crucial for the isolation of long-haul driving)
• 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 [Trucking Company Name]?

Best regards,

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

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

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

Subject Line: The Real Cost of Losing a CDL Driver (And How to Stop It)

Hi [First Name],

When a CDL driver leaves your company, it costs approximately $15,000 to replace them.

For a trucking business with 10 drivers and an industry average turnover rate of 94%, that's $141,000 walking out the door each year.

But what's driving them away? Our research with trucking company owners shows:

• 67% of drivers would choose a carrier with benefits over one with slightly higher per-mile pay
• 78% worry about healthcare costs for themselves and their families
• 82% value the ability to speak with a doctor while on the road (especially important with their limited access to healthcare while driving)

Allutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:
Traditional Insurance: $450-700 per driver/month
Allutional Benefits: Starting at just $39.95 per driver/month

ROI CALCULATION:
If you reduce your driver turnover by just 30% (the average our clients see), you're saving $42,300 per year.

That covers the Allutional benefits cost for your entire 10-driver fleet for over 7 years!

Take 5 minutes to see how it works: [Custom link to allutional.com]

I'm happy to answer any questions you might have about implementing this for your transportation team.

Best regards,

[Your Name]
Transportation 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 trucking 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 drivers on the road."
→ Allutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your drivers can enroll via their smartphones from anywhere.

"My drivers won't use these benefits while they're on the road."
→ 91% of drivers with access to Allutional's telehealth services use them at least twice per year, saving an average of 8 hours of productivity per use by not having to find healthcare while on the road.

"We've looked at benefits before and they're too expensive with our tight margins."
→ Unlike insurance, Allutional starts at just $39.95 per driver per month with no minimum participation requirements - less than the cost of a single truck wash.

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

"I was skeptical at first, but my drivers started using the telehealth service immediately. One of my best drivers was considering leaving for a larger carrier with benefits, but decided to stay after we added Allutional."

I've set up a special link for you to explore the platform: [Custom link to allutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Transportation 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 [Trucking Company Name].

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

Subject Line: Final Thoughts on Driver Benefits for [Trucking Company Name]

Hi [First Name],

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

• Attract and retain CDL drivers in a market with an 80,000+ driver shortage
• Provide valuable healthcare access without insurance costs
• Improve driver health and DOT medical certification pass rates
• Save thousands compared to traditional benefits

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

If driver 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 fleet 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 during your dispatch hours.

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

Best regards,

[Your Name]
Transportation 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 Allutional could work for your specific trucking business needs.