

EXAMPLE EMAILS TO SEND BUSINESS OWNERS IN YOUR EXISTING ACCOUNTS THAT DO NOT OFFER HEALTH INSURANCE

USE WHEN THE OWNER KNOWS YOU VERY WELL

Hi **{business owner's name}**

Can I ask you to do me a favor? I would like to get your thoughts on a program I've started using. It's a way to help the business owners I work with take money that they are currently spending in labor costs and redirect those dollars back to their bottom line profits. This program specializes in helping companies that have made the difficult choice to not offer health insurance to their employees. So, it made me think of you.

I'm attaching a link to a short video (4 minutes or so) that will give you some of the basics.

When would be a good time for me to drop by to discuss it?

Thanks,

{your name}

Click link to watch video: <https://jeffcwest.wistia.com/medias/mi9ypluufz>

USE WHEN THE OWNER KNOWS YOU PRETTY WELL

Hi **{business owner's name}**

I am going to be in your area on **{day you'll be there}** and I wanted to see about getting a few minutes with you. I would like to get your thoughts on a program I've started using. It's a way to help the business owners I work with take money that they are currently spending in labor costs and redirect those dollars back to their bottom line profits. This program specializes in helping companies that have made the difficult choice to not offer health insurance to their employees. So, it made me think of you.

I'm attaching a link to a short video (4 minutes or so) that will give you some of the basics.

What time on **{day}** would be best in your schedule?

Thanks,

{your name}

Click link to watch video: <https://jeffcwest.wistia.com/medias/mi9ypluufz>

USE WHEN THE OWNER DOES NOT KNOW YOU WELL

Hi **{business owner's name}**

I'm sure that you know me, but since we don't get to see each other that often, I thought I would reintroduce myself.

I'm **{Your Name}**, and I have been your **{carrier name}** rep for **{how long you've had the account}**.

I want you to know how much I appreciate your business. You help me provide for my family, and that means a great deal to me.

I would like to return that favor the next time I am over there. I would like to do that in a couple of ways.

First, I have a number of existing clients now, and I am meeting new prospects each week. So, I have a lot of contacts. When we get together, if you wouldn't mind, I'd like for you to spend a few minutes with me and let me know what kind of questions I can ask my contacts to find out if they would be a good potential client for me to refer to you.

Second, as a business owner, I would also like to get your thoughts on a program I've started using. It's a way to help the business owners I work with take money that they are currently spending in labor costs and redirect those dollars back to their bottom line profits. This program specializes in helping companies that have made the difficult choice to not offer health insurance to their employees. So, it made me think of you.

I'm attaching a link to a short video (4 minutes or so) that will give you some of the basics.

Would Tuesday morning, or Wednesday afternoon be a good time for us to spend a few minutes together?

Thanks,

{your name}

Click link to watch video: <https://jeffcwest.wistia.com/medias/mi9ypluufz>