

EXAMPLE EMAILS TO SEND BUSINESS OWNERS IN YOUR EXISTING ACCOUNTS THAT 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 reduce their expenses in offering benefits by as much as 50%.

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 to help the business owners I work with reduce their expenses in offering benefits by as much as 50%.

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 to help the companies I work with reduce their expenses in offering benefits by as much as 50%.

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>