# Zenefits Introduction Email Templates

This document includes email templates to introduce TriNet Zenefits to your current customers and to leverage offerings in conversations with prospects.

**Directions**: Replace the copy found in the **[brackets]** to personalize the email.

* [**Email 1: Zenefits Intro to Current Customers**](#_Email_1:_Zenefits)
* [**Email 2: Zenefits Intro to Prospect**](#_Email_2:_Zenefits)
* [**Email 3: Benefits Admin Promotion to Current Customers**](#_Email_3:_Benefits)
* [**Email 4: Benefits Admin Promo to Prospects**](#_Email_4:_Benefits)
* [**Email 5: Zenefits ROI Targeting Current Customers**](#_Email_5:_Zenefits)
* [**Email 6: Zenefits ROI Targeting Prospects**](#_Email_6:_Zenefits)
* [**Email 7: What SMBs are saying about Zenefits for Current Customers**](#_Email_7:_Why)
* [**Email 8: What SMBs are saying about Zenefits for Prospects**](#_Email_8:_Why)

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| Email 1: Zenefits Intro to Current Customers - HR Professionals/Executives | |
| Subject Line Options | * Can we talk Zenefits? * HR Tech Discount for [Customer Name] |
| Body Copy | Hi **[First Name]**,  Hope you’re doing well. I know you currently use multiple systems for HR-related tasks, which is why I wanted to introduce you to the [Zenefits platform](https://www.youtube.com/watch?v=amBGeOpIPbQ).  This all-in-one solution automates HR, payroll and benefits administration while giving employees an intuitive mobile app to manage everything from onboarding and benefits enrollment to requesting PTO.  Plus, through **[Brokerage]**’s partnership, you’re eligible for exclusive discounts.  I’d love to share more details. Will you let me know when you’d be available this week to connect?  Best,  **[Your Name]** |

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| Email 2: Zenefits Intro to Prospect - HR Professionals/Executives | |
| Subject Line Options | * Open to simplifying HR? * HR Tech Discount for [Prospect Name] |
| Body Copy | Hi **[First Name]**,  As a small business in **[city/region]**, you’re likely facing challenges with operational efficiency and employee retention. How’s that going?  If you’re open to trying something new, I’d love to share how I’m working with other SMBs to stay competitive, compliant and efficient.  Plus, in partnership with Zenefits, **[Brokerage]** can offer you an all-in-one HR platform at a special discount.  I’d love to share more details. Will you let me know when you’d be available this week to connect?  Best,  **[Your Name]** |

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| Email 3: Benefits Admin Promotion to Current Customers - HR Professionals/Executives | |
| Subject Line Options | * Say goodbye to benefit headaches * Preview better benefits administration |
| Body Copy | Hi **[First Name]**,  Offering a competitive benefits package is a must in today’s job market. But I know the complexity can be overwhelming for **[Company name]**.  Through our partnership with Zenefits, we can simplify benefits for you and your employees.   * Access and manage benefits via intuitive mobile app * Manage medical, dental, vision, life and disability insurance in a single portal * Simplify ACA and COBRA compliance * Offer HSAs, FSAs and commuter benefits * Synchronize enrollment, payroll and HR data   Watch this [quick video](https://www.youtube.com/watch?v=1hG5miHqfco) to see how it works.  You can also take advantage of exclusive discounts as a **[Brokerage]** client.  How does **[INSERT DAY]** sound to talk next steps?  Best,  **[Your Name]** |

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| Email 4: Benefits Admin Promo to Prospects - HR Professionals/Executives | |
| Subject Line | * Too much on your plate? * How SMBs in **[city/region]** are simplifying benefits admin |
| Body Copy | Hi **[First Name]**,  If you’re like most of the SMBs I work with in **[city/region]**, you’re focused on making your employee benefit offerings more attractive. Or are your current benefits already too much to handle?  Either way, I’d like to hear more about the challenges **[Company Name]** is facing in the new world of work, and also share how a fully integrated HR, payroll and benefits solution can help.  How does next **[INSERT DAY]** sound for a quick conversation?  In the meantime, watch this [video](https://www.youtube.com/watch?v=1hG5miHqfco) to see how easy benefits administration can be with [Brokerage] and Zenefits.  Best,  **[Your Name]** |

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| Email 5: Zenefits ROI Targeting Current Customers - HR Professionals/Executives | |
| Subject Line Options | * 60% Time & Cost Savings * ROI of All-in-One HR & Benefits |
| Body Copy | Hi **[First Name]**,  As part of our commitment to provide an exceptional benefits experience, we evaluate solutions that can help you save time and money.  The Zenefits platform consistently ranks as the top choice for SMBs similar to **[Customer Name]**. Why?   * **Cost Savings**: SMBs can reduce costs by 60% by switching from point solutions to an all-in-one HR suite. * **Time Savings**: Zenefits reduces time spent on payroll and benefits by 60% and onboarding by 52%. * **Scale:** The platform is designed to grow with you, anticipating the evolving needs of your business and your people.   You can get these features and more at a discount as a **[Brokerage]** client.  Are you available this week for a deeper dive?  Take a look at this [overview](https://learn.zenefits.com/rs/180-GFH-982/images/Why%20CFOs%20love%20Zenefits.pdf), and let me know when you have 15 minutes to connect.  Best,  **[Your Name]** |

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| Email 6: Zenefits ROI Targeting Prospects - HR Professionals/Executives | |
| Subject Line Options | * Single HR Platform vs. Point Solutions * ROI Study: All-in-One HR Platform |
| Body Copy | Hi **[First Name]**,  One of the perks of working with **[Brokerage]** is that our clients receive expert guidance on technology solutions that fit their business. More often than not, the Zenefits platform typically comes out on top.  Why?   * **Cost Savings**: SMBs can **reduce costs by 60%** by switching from point solutions to an all-in-one HR suite. * **Time Savings**: Zenefits reduces time spent on payroll and benefits by 60% and onboarding by 52%. * **Scale:** The platform is designed to grow with you, anticipating the evolving needs of your business and your people.   You can get these features and more at a discount when you partner with **[Brokerage]**.  Are you available this week for a deeper dive?  Take a look at this [overview](https://learn.zenefits.com/rs/180-GFH-982/images/Why%20CFOs%20love%20Zenefits.pdf), and let me know when you have 15 minutes to connect.  Best,  **[Your Name]** |

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| Email 7: Why Zenefits for Current Customers - HR Professionals/Executives | |
| Subject Line Options | * What SMBs are saying… * Zenefits customers weigh in |
| Body Copy | Hi **[First Name]**,  By now, it’s probably not a secret that I’m a big fan of the Zenefits platform. But I wanted to share a few perspectives from other SMB leaders like you:  *“Zenefits helps us to be more effective and efficient in engaging and interacting with our employees.” -* [*SVP, Finance | Boomtown*](https://www.zenefits.com/customer/boomtown/)  *“When it comes to people ops, Zenefits is an online resource we can’t live without.”* [*Head of HR | Strada*](https://www.zenefits.com/customer/strada/)  *“We’ve been Zenefits fans since 2016. We’ve saved more than $160K, and are glad to see the creative solutions keep coming!”* [*Executive Director | Lake Merritt Dental*](https://www.zenefits.com/customer/lake-merritt-dental/)  If you’re interested, you can sign up here for a [free trial](http://www.zenefits.com/brokerclients). Once you have a chance to get a feel for the platform, let’s connect on next steps. How does next **[INSERT DAY]** sound?  Best,  **[Your Name]** |

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| Email 8: Why Zenefits for Prospects - HR Professionals/Executives | |
| Subject Line Options | * What SMBs are saying… * Have you tried Zenefits? |
| Body Copy | Hi **[First Name]**,  In my **[XX]** years experience advising SMB clients across HR and benefits, I’ve learned the most trusted resource is their peers.  That’s why I wanted to share what your peers are saying about Zenefits solutions:  *“Zenefits helps us to be more effective and efficient in engaging and interacting with our employees.” -* [*SVP, Finance | Boomtown*](https://www.zenefits.com/customer/boomtown/)  *“When it comes to people ops, Zenefits is an online resource we can’t live without.”* [*Head of HR | Strada*](https://www.zenefits.com/customer/strada/)  *“We’ve been Zenefits fans since 2016. We’ve saved more than $160K, and are glad to see the creative solutions keep coming!”* [*Executive Director | Lake Merritt Dental*](https://www.zenefits.com/customer/lake-merritt-dental/)  Interested in how **[Company Name]** can achieve similar results with **[Brokerage Name]** and Zenefits? Let me know a time that works for you this **[INSERT DAY]**, and I’ll send a calendar invite.  Best,  **[Your Name]** |