

Email #1 – As soon as assigned to an AE – Day 1

Subject line: This is the #1 reason your employees quit

Hi {{First Name}},

The number one reason an employee quits is for more [money](#). And the cost to replace an employee is 33% of their salary.

Curious to know how you are currently handling the following challenges?

- Building a great team
- Reducing turnover costs
- Addressing pay/gender equity risk

Let's chat. Feel free to schedule some time on my calendar.

{{Insert AE Contact}}

Phone call - Day 1**Email #2 – Day 4**

Subject line: {{First Name}} – Do this to be more profitable

Hi {{First Name}},

Did you know that paying high employee wages can make a company **more** profitable? This seems counterintuitive, but the [research](#) suggests otherwise. Weird? I know.

I'd like to know if your compensation strategy is tied to your financial goals?

Let's chat. I have some ideas I'd like to share with you. Feel free to schedule some time on my calendar.

{{Insert AE Contact}}

Phone call - Day 5

Email #3 – Day 7

Subject line: {{First Name}} – How much is employee turnover costing you?

Hi {{First Name}},

I wanted to share this [article](#), on the cost of employee turnover, with you. On average it costs your organization \$15,000 for every employee that leaves. However, 75% of the causes of employee turnover are preventable.

Does your company have a compensation strategy that retains top talent? Let's chat.

Feel free to schedule some time on my calendar.

{{Insert AE Contact}}

Email #4 – Day 10

Subject line: The Executives Guide to Compensation Software

Hi {{First Name}},

The nature of employment and the composition of the labor pool is undergoing a drastic change.

Evolving your compensation program is going to require that you look for practices, technology, and communication to allow for increased complexity.

To help you navigate these challenges I'm providing you with a link to [The Executives Guide to Compensation Software](#).

This guide covers:

- Why you should make modernizing your comp a priority
- The value and ROI of implementing modern compensation software
- PayScale's suite of modern comp solutions

If you're interested in more specific salary information or would like to see a demo of our compensation platform, just let me know a good time to chat. My contact information is below

{{Insert AE Contact}}

Phone call - Day 10