

Welcome to the Past Customer Reactivation Kit!

In this kit, you'll find everything you need to revive past customers and bring them back to your business. This is one of the most effective, low-cost strategies for generating quick revenue, and we've made it simple for you to take action.

Inside this kit, you will get:

- ▶ A guide on crafting irresistible offers to entice them back.
- ▶ A proven email template to re-engage your past customers.
- ▶ Follow-up strategies to ensure you don't leave money on the table.

Whether you run a small business or a larger operation, this kit will help you unlock the hidden potential in your past customers, increasing sales and profits quickly.

Let's get started!

Reactivating Your Past Customers

This is a very powerful, quick and simple strategy that works by seemingly raising the dead.

Many businesses see their past customers as a lost cause, so much so that they completely set them aside, forget about or totally ignore the opportunity that they present.

And yet, past customers are a high profit hidden asset lying within a business, just waiting to be picked up and utilised and can produce massive sources of easy cash and here's why: it is eight times easier to sell to existing clients than it is to new clients. This is because you are appealing to people that you know need your product or service and have used your product or service before.

The beauty of this strategy is that you can easily contact them and get them back, instead of running say an expensive ad campaign to attract new customers that may reach a lot of people but who may not be interested in your offer. And here lies the opening: by writing out to your past customers with a special offer you have the perfect opportunity to re-activate them.

Depending upon the type of business, product or service you offer, the revenues generated by this technique can literally flood your business with profits at low acquisition cost within a very short period of time.

Re-establishing contact with your past customers is an easy yet effective strategy. Customers cease to be customers for a variety of reasons:

- ▶ Usually, it is because they have become disgruntled with a member of staff, price, service, delivery, etc.
- ▶ Perhaps they found a cheaper source, or their needs changed.
- ▶ Maybe they moved away.

There is any number of reasons but what remains consistent is human responsiveness to a simple appeal

Here's all you do: Write an email (or letter), similar to that on the next page, and post it out to your past customers and literally wait for the stampede.

Remember to follow up your email with a another email or phone call. This can, and does, massively multiply the success of any direct campaign by many hundreds of percent!

The Email

This is the exact email I used for JJ Plant Hire. Use it as a template. Amend it to fit your industry, your products, your offer and your contact details.

Subject Line: **We're Willing To Break The Law For You...**

Hi <First name>,

That's how much you mean to us - and that's why I'm offering the deep discounts that are detailed below . When we haven't seen our good customers for a while, it concerns us, and raises a few questions. Did something happen to you? Are you okay? Are you still in business? Did we do something wrong, or something to upset or offend you?

Because you're a valued customer and it's been a while since you've been in to see us, we're offering you a special 'bribe' to get you back.

I'm sure you remember us, a friendly and locally owned family company where you are always sure of a warm welcome and a nice cup of tea. But we're really much more than that.

In addition to having a wide array and stock of plant for hire (and for sale) we have everything from **Excavators to Compressors, Breakers to Rollers, Dumpers to Fork Lifts, plus a lot more**. We can also REPAIR and MAINTAIN your large and small plant, garden machinery and even hand tools in our fully equipped workshop facilities or on-site.

And when you include the promise of fast delivery and pickup, our guarantee of reliability on all our plant and machinery (if there's a problem - we're there for you) and honest to goodness value for money - all coupled with the best prices around - I'm sure you'll admit that we offer quite an impressive package for your plant hire needs.

Now throw in these discounts (we call it an 'ethical bribe'), that offers you to a **BIG 10% off** for 2 Days hire, a **MASSIVE 15% off** for 3 Days' hire, or even a **WHOPPING GREAT 20% off** for hire of 4 days or more, and you'd almost have to be a fool to pass it up!

If you'll book and pay for 2 days or more of plant hire before September 30, you'll get the special prices, and the savings go straight into your bank account!

So, please give us another try Just give us a call on **02 3456 7890**, or drop by. I know you'll be pleasantly surprised!

Kind regards,

Mike Jones
Managing Director

P.S. These are **genuine discounts**, no pre-loaded or artificial prices and way below our those of our competitors. The kettle's on and we'd love to welcome you back soon.

FOLLOWING UP

While many customers will respond immediately to your initial email, some may need a little nudge. This is where a structured follow-up strategy comes in. Studies show that businesses often see a significantly higher response rate when they follow up with customers—especially when using a combination of channels.

Here's how you can follow up with those who don't immediately respond to your reactivation offer:

- 1. Send a Follow-Up Email:** After 3-5 days, send a polite, non-intrusive follow-up email. You can use a subject line like, "Just checking in—did you miss our special offer?" This reminds them about your initial outreach and offers another chance to take advantage of the deal.
- 2. Make a Phone Call:** If your business allows, following up with a personal phone call 5-7 days after the initial email can be highly effective. A friendly conversation gives you the opportunity to answer questions and address any concerns the customer might have.
Example script:
"Hi [Customer's Name], I just wanted to follow up on the special offer we sent last week. We haven't heard back from you and I didn't want you to miss out on the great deal we're running. Do you have any questions or is there anything we can help you with?"
- 3. Send a Text Message:** If the customer hasn't responded after a phone call or second email, try sending a short, friendly SMS reminder. Text messages have a high open rate and are a great way to catch their attention.
Example:
"Hi [Customer's Name], we've extended our special offer just for you! Give us a call or reply to this message to take advantage before it's too late."
- 4. Be Persistent, But Respectful:** Following up is key to reactivating past customers, but it's important to maintain a balance. If a customer doesn't respond after a few attempts, it may be best to pause follow-ups and try again at a later date or when you have a new offer available.

By incorporating these follow-up strategies, you'll greatly increase your chances of converting past customers and driving additional sales. Persistence pays off, and these gentle reminders can significantly boost your overall response rate.

Need help?

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