

CLIENTELING



REACTIVATING LAPSED CLIENTS

Lapsed clients refer to individuals or businesses that were once customers but have not engaged in recent transactions, necessitating targeted efforts to rekindle the relationship and encourage their return.

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How to use Weekly Meeting Topic Guides

What are the Weekly Meeting Topic guides?: One-page topic guides to help managers educate their sales team on sales growth topics and strategies.

Goal: BSPK morning meetings are designed for one simple purpose:
to modify behaviors in order to achieve a desired result.

Weekly Topic: The meeting is intended to be delivered daily for an entire week in order to ensure that all team members have fully absorbed the content before moving on to the next topic.

Sections: BSPK morning meetings are divided into 4 easy steps.

- Introduction
- Questions for the team
- Teach the topic
- Set the expectation

Meeting time: A morning meeting should be no longer than 15-20 minutes.

Best practices:

- Review the content before your morning meeting
- Deliver the meeting in your own voice without reading verbatim from the meeting notes
- Use the guide as a reference but always make eye contact with your team
- After the meeting, be present on the sales floor and be prepared to provide in-the-moment coaching where needed

Weekly Meeting Topic

Reactivating Lapsed Clients

Confidential

Step 1 Introduction

Good morning, team. Today we are going to be talking about how to reactivate lapsed clients.

Step 2 Questions for the team

- Can someone tell me what a lapsed client is?
- What do you think are some of the potential benefits of reactivating lapsed clients?

Step 3 Teach the topic

Lapsed client is defined as a client who has not made a purchase from us within the last 6 months. We can identify lapsed clients by analyzing purchase history records.

Lapsed clients already have an established history with our brand, making them easier to re-engage than acquiring new customers. Successful reactivation increases revenue, improves client loyalty and helps to foster a long-term relationship.

In order to reactivate clients we must do the following things:

1) Consistent Follow-up: Most of the time, clients go dark because someone on our team dropped the ball and failed to follow-up. Most client advisors follow-up with their VIC's but outreach to other clients is inconsistent. Consistent follow-up and regular communication is key to ensuring that clients stay engaged. Always remember that our VIC's began their journey with us as a walk-in customer. If we don't follow-up with them, our competitors will.

2) Offer a personalized outreach: A great way to start your message to a lapsed client is to ask how they are enjoying their last purchase. This can be a great segue to discuss other topics.

3) Find a reason to bring them back: Analyze their client profile for a reason to bring them back into the store. Do they have a birthday or special date approaching? Did we recently receive the perfect accessory to compliment their last purchase? Or perhaps we have an in-store event that you can invite them to?

4) Remain Focused: Some clients may have permanently lapsed due to reasons beyond our control. Focus on the clients who show interest and seek to build a relationship.

Step 4 Set the expectation (this is how you can say it)

This week I would like for each of you to focus on reactivating lapsed clients. During our subsequent meetings this week I would like for each of you to share at least one success story about a client you reactivated, how you reactivated them and what you will do going forward to build a relationship with them. If you need help with your messaging, utilize our script library or connect with management so that we can help you craft your approach. I know that together we will make an impact.