



decision-based training

Why Return skills

your challenge

Churn happens. And, despite your best efforts to keep them, some of your formerly loyal customers have likely decided to leave. And as you're recovering from the turbulence of the last few years, those former customers represent an enticing opportunity to recoup your lost revenue—if you can win them back. The issue for most companies: what's the right way to show those lost customers why they should return?

The answer lies in **why they left**.

High-performing salespeople drive

4X more

revenue from winning back former customers

(compared to other sellers)

what's going wrong?

- Former customers may consider coming back, but they're not motivated by the same messages as pure prospects.
- You struggle to explain how your company has addressed some of the issues that pushed customers away.
- You're uncomfortable with the tension of talking to customers who have left.

what if you could...

- **Target the different reasons** for customers leaving, and identify which ones represent your best win-back opportunities?
- Approach your former customers with the best messages to **gain access and get a meeting?**
- Re-engage these unique buyers with effective first-meeting content that **motivates them to return?**

WHY ENGAGE



WHY RETURN



WHY CHANGE



WHY YOU



WHY INVEST



WHY NOW



WHY PAY



WHY SIGN



WHY STAY



WHY EVOLVE



if...

You've addressed issues your former customers told you about, but you're not getting the return you hoped for...

You've handed your sellers a list of former clients, but not seeing the expected increase in "won" business...

Sellers are reluctant to approach customers who have left...

then...

You need Corporate Visions' **Why Return Skills**, where you'll learn science-backed techniques to convince lost customers to give you a second chance.

what it is

In **Why Return Skills**, you'll learn how to get clarity on **who** your lost customers are, **why** they left and which ones are **most likely to return**. You'll learn how to get them back to the table with the right email message that's based on tried and tested messaging frameworks. Finally, you'll learn how to win them back with a compelling conversation that leverages decision science.

In Why Return Skills, you'll follow a proven approach for learning and applying new competencies:

flexible learning options:

- In our **instructor-led training**, participants learn new concepts from a Corporate Visions facilitator, and work in groups to discover and apply concepts to real-world prospecting calls.
- In our **online training**, participants self-schedule and complete online modules. They then conduct in-depth research on a real prospect and record pivotal moments of their prospecting call using Initiate Value concepts.

ongoing reinforcement:

Engage your team with a series of activities designed to accelerate skill adoption and help them apply their new skills to target former customers and generate pipeline.

what you gain

- Guidance on how to focus your win-back efforts so you can prioritize the customers that are most likely to return.
- Secure more meetings using email templates that directly align to the reasons your customers left.
- Run successful meetings using conversation planners that are built on research-backed messages and content.