



Why Return

AM

PM

9:00—9:30

LAUNCH

9:30—10:15

- Focus your win-back efforts
- **Pair work activity:** Review recent lost accounts
- Learn why your customers left

10:15—11:00

- **Group discussion:** Reflect on your current messaging approach
- Choose the right message
- **Group activity:** What would you have done differently?

11:00—11:15

BREAK

11:15—12:25

- Craft a compelling message
- **Individual activity:** Plan an email to a lost customer
- **Pair work activity:** Extend to other Why Return Messages

12:15—13:10

LUNCH

13:10—15:00

- Choose the winning conversation
- **Individual activity:** Plan a re-engagement conversation
- **Pair work activity:** Extend to other Why Return Messages

15:00—15:15

BREAK

15:15—16:05

- **Group activity:** Listen to an example of a re-engagement conversation and track your engagement levels
- Avoid the Dangers Zones
- **Group activity:** What would you have done differently?

16:05—16:50

Roleplay re-engagement conversation

16:50—16:55

Wrap and reinforcement

