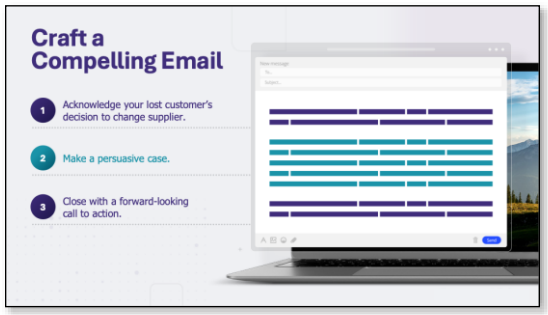
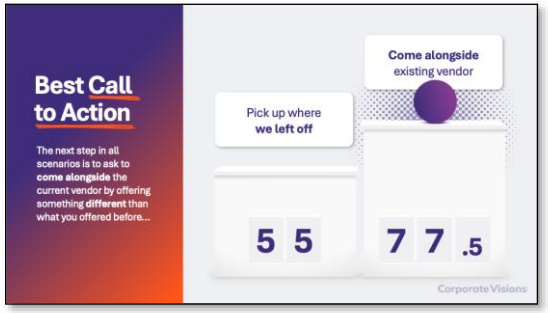
Win Back Lost Customers

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Win Back Lost Customers: Introduction		Turn win-backs into your next revenue engine.	• **Win-backs as a revenue engine**: Lost customers represent a scalable growth opportunity, not a reactive motion. • **Loss reason categories**: Customers leave for three primary reasons—Pushed Away, Pulled Away, Priced Away. • **Likelihood to return:** The reason your customer left impacts their willingness to return. • **Message–loss reason alignment:** Lost customers respond to different messaging approaches depending on their reason for leaving.	15 mins
Approach Lost Customers		Rekindle lost relationships with an email they can't ignore.	• **Win-back email structure**: Acknowledge → message framework → forward-looking CTA. • **Message frameworks**: *We've Changed* (Pushed Away) *Why Change* (Pulled Away) *Is the Grass Greener?* (Priced Away) • **Email pro tips**: Short, focused emails (50–125 words) increase response rates.	45 mins

©2026 CORPORATE VISIONS | ALL RIGHTS RESERVED

Re-engage Lost Customers		Win-backs aren't about saying more—they're about saying the right thing at the right moment.	• **Avoid Consultative selling:** It's 35% less effective in win-back conversations. • **Message continuity:** Use the same approach in your meeting that you used to in your emails to your lost customers. • **Moments that Matter**: Parts of the message that consistently increase engagement regardless of loss reason. • **Danger Zones**: Messaging elements that reduce engagement when misaligned to loss reason. • Pivot quickly to what you're doing differently in **pushed away** conversations. • **Re-engagement options**: Replace current vendor vs. complement current vendor.	45 mins

©2026 CORPORATE VISIONS | ALL RIGHTS RESERVED