Introduction

Duration	Topic
5 mins	• **Hot Open:** Number Play
5 mins	• **Key Topic:** Why Customers Leave
10 mins	• **Pair Activity:** Review Recent Lost Customers
5 mins	• **Key Topic:** Loss Reasons and their Winning Messages
5 mins	• Competency Overview
30 mins	

Skill: Approach Lost Customers

Duration	Topic
5 mins	• **Hot Open:** Your Current Approach
5 mins	• **Key Topic**: Craft a Compelling Email
10 mins	• **Key Topic:** Approach Pushed Away Customers
15 mins	• **Group Activity:** Write a We've Changed email
10 mins	• **Key Topic:** Approach Pulled Away Customers
5 mins	• **Group Discussion**: Pulled Away Customers
10 mins	• **Key Topic:** Approach Priced Away Customers
5 mins	• **Group Discussion:** Priced Away Customers
5 mins	• **Key Topic:** Email Pro Moves

Duration	Topic
10 mins	• **Group Activity:** Write a Win-Back Email
10 mins	• Debrief & Close

90 mins

Skill: Re-engage Lost Customers

Duration	Topic
5 mins	• **Hot Open:** You're Back in the Room
5 mins	• **Key Topic:** The Winning Conversation
20 mins	• **Key Topic:** Re-engage Pushed Away Customers
15 mins	• **Group Discussion:** Reinforcing Past Value With Pushed Away Customers
20 mins	• **Key Topic:** Re-engage Pulled Away Customers
15 mins	• **Group Discussion:** Surfacing Unconsidered Needs with Pulled Away Customers
20 mins	• **Key Topic:** Re-engage Priced Away Customers
30 mins	• **Pair Activity:** Plan a Re-engagement Conversation

Duration	Topic
15 mins	• **Key Topic:** Avoid the Danger Zones
25 mins	• **Pair Activity:** Strengthen Your Re-engagement Conversation
10 mins	• Reflect & Close

180 mins