

Johnny Campbell - The Transition Man




**Winning Back -
The Lost Customer**

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PPAI Webinars



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Who is Johnny Campbell, DTM, AS
The Transition Man



Million Dollar Sales Producer, Trainer and Author, Johnny helps clients turn their Promotional Products into Profits.

Johnny is CEO of Rise-Up and Win International, the publisher of the "Promotional Product Sales Confidential Newsletter" and the video pitchman of *Just Sell It*, an online WebTV show that educates distributors on the Newest Promotional Products & the most profitable ways to sell them to prospects & clients using social media and direct response marketing.

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Why should you listen to this guy.




Speaker Credentials
 14 years of full-time Speaking to (Corp/Gov/Assoc.)
 President for National Speaker Association – IL Chapter 2012-13
 Chapter 2007 wordsmith of the year for NSA-IL



Earned **Accredited Speaker** designation 2007
 2007 **Speaker-Hall-of-Fame** and DTM



Speaking Stage Time:
 Completed over **1900 presentations**, (keynotes/Trainings)
 Spoke before various Promotional Product Associations (ASI/PPAI)



Author of 6 books:
 Personal Development, Change, Sales, Social Media.
 Presentation skills and Conflict Resolution skills.

Social TV Marketer and Ecommerce s Expert
 Co-founder of ifbtv – Interactive facebook television.
 LinkedIn Master Sales Trainer

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 PRODUCT PROFITS
 Helping Clients Turn Promotional Products Into Profits



In Today's Marketplace
 The **(3)** Best & Easiest ways to make
 More Sales & Grow Your Business are:

1. Sell more to current customers
2. Referrals from current customers
3. Win Back Lost Customers.

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Our Focus will be on:
Winning Back – The Lost Customer

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The Dollars and Cents of Customer.
How much is a customer worth?




Typical Money Calculation or Measurement


1. The value of a lost of sale.
2. How much revenue was lost in a year.

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The Dollars and Cents of Winning Back Lost Customers. (Why it matters)



How much does it cost to lose one customer?

- a. No Repeat buying \$\$\$
- b. No Referrals \$\$\$
- c. Replacement cost \$\$\$
- d. Reputation cost (internet) \$\$\$

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What are the advantages **Winning Back Lost Customers?**

(#1) It is one of the most **Profitable & Cost effective** ways To grow your business in comparison to acquiring a new customer which would **cost you 5x's more.**


(#2) Winning back a Customer is: Easier

- a. Insights
- b. Data
- c. Access

Research by Marketing Metric found that your chances of successfully selling to a former customer are **20--40%**, compared to just a **5--20%** chance when trying to sell to a new customer.

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The Top (5) reasons (Why) Business Lost Customers

5. Price
4. Contact left company/ Moves/Closed
3. Poor product or service
2. New Vendor/Competition
1. They forgot about You.

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The (6) hidden reasons customers leave you:

- Vendor stop calling
- Creditability
- Capacity – Growth
- Not Creative
- Association
- Status

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Solution = Invite them to come back & build a Relationships.


Many will be hesitant to return without invitation.

People are sheepish and embarrassed about having unplugged, and need to be made to feel welcome again, with no criticism about their behavior felt by them.

Dan Kennedy, No BS Newsletter

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The (2) Things you need to Build The Relationship

1. Lost Customer **Recovery Process**
2. Lost Customer **Campaign System**

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Lost Customer **Recovery Process (Step 1)**
Motive


Customers Motives for Buying Again

1. Improve Performance
2. Improve Opportunity
3. Competitive Advantage
4. Risk Mitigation




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...Bring Back The Dead...
How to Picking the Right Customers

1. Do they have the ability to say "Yes"? (Decision Maker)
2. Do they have a sense of urgency (Deadline)
3. Do they have a clear problem my product can fix
4. Do they understand what I'm selling (USP)
5. Does my product fit their overall plans?
6. Do they have the money? (Budget)



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The Lost Customers Recovery Process (step 2)

1. Identify
2. Qualify
3. Analyze
4. Dollarize

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Lost Customer Campaign System (step 1)


Ways to Get the Scoop on Lost Customers



1. Publications - Magazines/ Articles
2. Industry Newsletters
3. Media - Local News
4. Google Alerts
5. LinkedIn Company Pages
6. Company Insider
7. Networking Events

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The (5) elements of a Lost Customer Campaign

1. Promo Item- Symbolizing the lost
2. Sales Letter - Acknowledge the lost
3. Offer
4. Deadline
5. Testimonies

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Case Study Example

We REALLY DO miss you!

Our records indicate it's been a too long since you visited Gage Men'swear. So, we're giving you a **FREE \$10.00 Gage Gift Certificate** (it even **doubles to \$20** with your purchase of \$100 or more and **triples to \$60** with your purchase of \$200 or more!)

Gage
Men's Store
Retailer's World Class Men's Store

See Other Side For FREE Gift Certificate

Here's 3 Reasons Why Our Competition Hates Us But You're Going To Love Us...

- 1) **TRIPLE YOUR MONEY BACK GUARANTEE:** If you can find the same merchandise for less anywhere in the Baltimore area, within 14 days, we'll give you back three times the difference. Now you can live with confidence knowing you're getting the best price.
- 2) **WORLD CLASS SERVICE:** We believe there is still a place for a man's store that knows and he needs. Listen back of your purchases and lets you know about special events that will save you money.
- 3) **NEW SPRING 2014 ARRIVALS:** Suits from Joseph Abboud, Tolla and Phil Phan; ties and bowties; dress and sport shirts, made in Italy, Greece from Missoni and Etro.

Offer Expires April 25th

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Here is an example campaign using a lower figure of 20%, just to be on the conservative side and using a list of 300 lost customers

You can estimate your own potential revenue using this formula below:

300 inactive customers x .20 = 60 sales x \$150 (average sale value) =

\$9000.00 in New Revenues

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The (2) Keys to a successful **Lost Customer Campaign System.**

- Repetition/Frequency
- Automation/Follow-up

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The (5) Pillars of a Great Customer Relationship

1. Customers want to **Feel Important.**
2. Customers want to **Be Appreciated.**
3. Customers want to **Talk about Themselves.**
4. Customers want you to **Truly Listen.**
5. Customers want **Success and Happiness.**

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THE WOLF OF WALL STREET
#THEWOLFOFWALLSTREET

The Art of Winning Back –
The Lost Customer

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FREE 30 mins. Strategy Session (Topics)

1. How to win back Lost Customers.
2. How to identify Winning Lost Customers.
3. Process and Campaigns
4. Tools and Technology

Email me at: promosellingtips@gmail.com
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