

# **RE-ENGAGING LOST DEALS SCRIPT**

**Why did people not work with you? Timing. Pricing. Something you said. Personal or business life changes. You did a poor job communicating value... Or... Wind direction changed.**

**When was the last time you called and asked why someone didn't choose you?**

**This applies to EVERY business and EVERY industry.  
Add this into your quarterly workflow**

## **Re-engaging Lost Deals Script**

**Hey \_\_\_\_\_, long time no speak.**

**How are you?" (insert further pleasantries).**

**The reason for the call today is I'm getting in contact with some people from the past few years who decided not to work with us.**

**I'm keen to gather some feedback from you around why this was so I can better understand how we can help more businesses.**

**Would it be okay with you if I asked you 5 questions? This won't take any more than 7 minutes?**

### **The Questions**

**Don't be afraid to hurt my feelings here. I'm only interested in the truth.**

- 1. Why were you interested in potentially working with us in the first place?**
- 2. Can you give me a bit of a rundown on why you decided not to work with us?**
- 3. What could we have done differently to win your business?**
- 4. Given you decided not to move forward with us, what did you end up doing to solve this problem?**
- 5. What, if anything, surprised you or felt out of the ordinary as part of the process/interaction with us?**