

LAPSED - RECOMMENDATIONS [HIGH]

TO DO

Complete the rest of the bounce back pack

Book demand forecast and planning meetings with key stakeholders in the lapsed customers you believe you will work with again in 2020

Arrange an online networking event/presentation for existing and lapsed customers. Increase your visibility across your customer base to develop your personal brand

Set a referral plan to maximise on your brand and reputation with lapsed and existing customers. Ask every contact to introduce you to three more decision makers

Where applicable, aftercare your placements across your lapsed customer base to get feedback and insight as to the state of play in the business (and perhaps pick up some leads and referrals)

Create a client retention strategy for your current customers. Who are the crown jewel customers you work with. What is their plan regarding recruitment for the next three years? Not vacancies but supply chain and route to market. How can you remain valuable to them as they evolve. Customers can sometimes outgrow a supplier.

