

# LAPSED - RECOMMENDATIONS [LOW]

## TO DO

Complete the rest of the bounce back pack

Write a list of the clients you consider to be your customers – a list of managers rather than companies. What is your retention strategy with each of these managers? What is your aftercare strategy? Rate the level of commitment you get from each of these managers from 1-10. Set a plan to increase each by 2 points over the next six weeks. How are you going to make this happen?

Look at the mission **I Need More Client Control**. Better to keep customers than try to bring back lapsed or lost customers