

# LAPSED - RECOMMENDATIONS [MID]

## TO DO

Complete the rest of the bounce back pack

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.

Which are your most vulnerable customers that you could lose? What can you do to strengthen your position? Who in your pipeline could replace them if you lost them?

Do you have a newsletter as a business or for your specific desk? A regular communication with lapsed customers about the market can help maintain attention and build trust

Watch the Pillars Planning, Negotiation and Urgency