

The Art of the Reconnect

Once they were happy clients. Sadly, slowly, they drifted away to become Former Happy Clients (FHC). The challenge most businesses face is how to reconnect with former clients without the message being perceived as a sales pitch. Resolving this challenge requires *The Art of the Reconnect*.

In There Somewhere

Your former clients are waiting to be rediscovered. Each time you lookup a phone number or address you go right pass them. Your first step to the reconnect is to discover where they are hiding. Depending on your Contact Relationship Manager (CRM) platform, use either Tags or a Contact Status field to identify and segment this group of former clients. Once you identify who, next find your why.

Find Your Why

Why are you contacting them? Asking for a sale is a poor choice. Reestablishing the relationship is better, because it puts the focus where it belongs. On the client. Make your why stronger by reviewing the contact notes before you connect. If you lack notes from past conversations, create a short status summary note by gathering information on past sales, current status, or social media. It is an excellent opportunity to start the habit of being present by documenting client touchpoints each time you meet.

Three Questions

You can expect that whatever trust you once had has diminished. Whether you contact them by phone or email, be prepared to answer your client's first three questions.

- Who is this?
- How do I know you?
- What do you want?

Don't presume to think they will remember you, or how how you met. Sharing what you want them to do helps them understand what you expect and eliminates their first assumption, that your message is a pitch.

Reconnect

Make the call or send the email without an expectation of a result. That way, you will be pleasantly surprised when they respond warmly, by saying, "I've missed you, where have you been?"

What's Next

Congratulations. In my experience this effort has never failed. Go ahead, suspend your disbelief and celebrate your success. Now return to your CRM and jot down, what you discussed, what you decided, and most importantly, what's next. Will you meet for coffee, schedule another call, or meet to discuss placing an order? It could happen, all because of *The Art of the Reconnect*.