EVERY ONE DESERVES A SECOND CHANCE:

THE BENEFITS OF REACTIVATED CUSTOMER RELATIONSHIPS



- Clear and transparent ROI
- Regain lost revenue potential
- Indirect acquisition through an external partner
- Generation of additional sales opportunities
- Inclusion/reinclusion in the tendering process
- More customer knowledge through detailed information
- A fresh start with growth customers



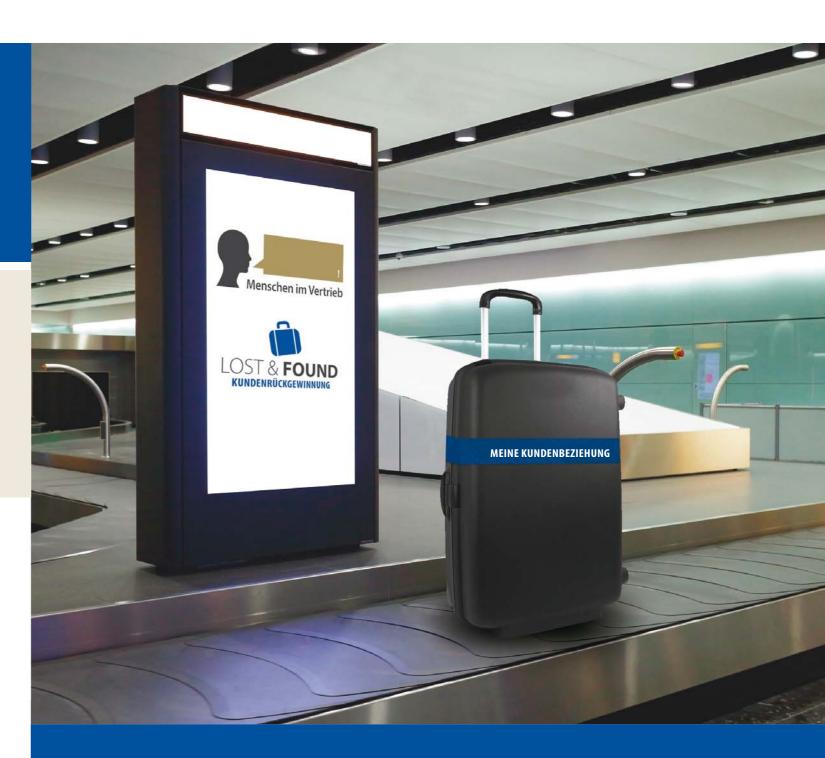
ROBERT FRISCHER, MANAGING DIRECTOR WOUNDWO SONNENLICHTDESIGN GMBH & CO KG, MEMBER OF THE HAAS GROUP

"The MiV Lost & Found programme enabled us to tap into difficult to access sales revenue potential and focus on key accounts. This produced a fast return on investment within a very short period of time."





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WE BRING BACK YOUR B2B CUSTOMERS.
GUARANTEED.

LOST & FOUND: WE BRING BACK YOUR B2B CUSTOMERS. GUARANTEED.

TRANSPARENCY, ANALYSIS & ROI: REGAINING AND STRENGTHENING CUSTOMER LOYALTY.

Our Lost & Found customer reactivation programme focuses on customers from the past who for whatever reason have been lost. Every company has "burned a few bridges" on the market. Such cases tend to concern client bases with high potential to which the sales organisation fails to gain access or no longer seeks

to gain access as staff feel personally uncomfortable making contact with these clients. Other target groups focused on by a Lost & Found project can also include at-risk customers (negative revenue development) or growth customers (potential not fully exploited).

We act as a neutral and external acquisition team, operating openly under our own name and seeking access to the buying center. At the same time we evaluate aspects of the former relationship with the customer, gather key information and determine current points of contact for the reactivation or development

of the customer relationship. Acting as a catalyst we support your sales organisation directly in the market and enjoy acceptance within your team. Transparency, analysis and ROI are of utmost importance in all of our activities.

06 SUPPORT & MANAGEMENT vide you with long-term support

We are pleased to provide you with long-term support in sales, training, coaching and negotiations in order to ensure the success of both existing and reactivated customer relationships.

06 01 **SUPPORT & MANAGEMENT SELECTION & ANALYSIS** 05 € IMPLEMENT-**ATION &** LOST & FOUND CONTROLLING **CLIENT REACTIVATION** CONTACT

04

04 CONCRETE MEASURES FOR REGAINING LOYALTY OR ACTIVATION

05 IMPLEMENTATION & CONTROLLING

Results from the explorations are incorporated in long-term and medium-term strategies as well as in short-term measures.

We support you in the operational implementation of customer-

answers to the questions: WHAT? WHO? WHEN? WHAT RESULT?

specific measures. In cooperation with your company, we work

on the definition of the short-term objective and ascertain

CONCRETE MEASURES INDIVIDUAL EXPLORATIONS

01 ASELECTION & ANALYSIS OF LOST GROWTH CUSTOMERS

Working in cooperation with your company, we develop a target of between 20 and 50 growth customers (the number is dependent on the sector) and define relevant criteria. These may include, for example, revenue potential, supply share, revenue development as well as project and order volumes.

The programme's target groups are:

- 1. Lost customers
- 2. Growth customers (low supply share)
- 3. At-risk customers (negative revenue development)

In the analysis phase we closely examine key factors such as duration of the relationship with the customer, revenue performance, key events, milestones and current support status, establish the research design and develop interview guidelines for Step 3 and Step 4.

02 CONTACTING CUSTOMERS FOR INTERVIEWS

We seek direct contact with the lost customer or growth customer. We are not emotionally involved and are therefore able to adopt a neutral approach towards the customer.

03 INDIVIDUAL EXPLORATIONS

Lost customers are directly consulted in order to critically examine and gain another perspective on individual customer problems, misunderstandings in the past, market developments, trends as well as products and services. This provides new points of contact, which foster the revival or development of the relationship with the customer.

For all completed Lost & Found programmes we guarantee reactivation of a previously jointly agreed share of customer relationships.