

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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LOST & FOUND
CLIENT REACTIVATION



**WE BRING BACK YOUR B2B CUSTOMERS.
GUARANTEED.**

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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.



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