

Activity 66-A
Identifying Where Customers May Be in Your Morgue:
Clean-Up Ideas for Lost Leads!

1. Review all **Contracts/Applications** in past 24-months that our system says are inactive or dead. Why is this still true? _____
2. Why Did They Leave: _____
3. What Could Have Been Done: _____
4. Reengagement Plan: _____

Or ...

1. Review all **Leads/Presentation POC/Interviews** in past 24-months that our system says are inactive or dead. Why is this still true? _____
2. Why Did They Leave: _____
3. What Could Have Been Done: _____
4. Reengagement Plan: _____

Or ...

1. Review all **Lost Sales/Enlistments** in past 24-months that our system says are inactive or dead. Why is this still true? _____
2. Why Did We Lose Them: _____
3. What Could Have Been Done: _____
4. Reengagement Plan: _____