

Activity 34-A

Cultivating New Business from Dead Accounts: Using the BLENDS Model

Select and identify three past active clients. For each that you select, run the BLENDS Model check-list to determine how many action steps can be implemented. Then select the most powerful with that inactive client ... and then implement.

Client: _____

Best approach for this inactive client:

(B – identify the best parallel client that can be used as a reference/referral)

(L – craft a letter to reintroduce your firm and you personally with an offer)

(E – examine the evidence from the client history as to why they left)

(N – perform a needs analysis for them)

(D – identify something of value that you can do for them)

(S – provide them with a sample, service or something that you have)

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These inactive accounts are very possible your new acres of diamonds, just waiting to be re-shined and engaged once again!