

## Getting Ex Customer's Back

The way some one can start all over again, is by viewing the subject as something completely new.

The only way to do that, is to make something new, or in other words different.

The key word here is "Change".

It's a different product now. It's a new management, things changed. I am not the same person you talked to last time with us. We updated our satisfactory policy. Etc...

If you can get a ex customer to see how things are different, he will view the whole thing as something new, as something he never encountered before. Something that might worth to take a look at in a new unit of time.

So you get another chance at the business of the individual.

Use this to get failed closes or ex customers back!

"The reason why I am calling you because last time we spoke, I gave you and offer and that didnt fly so well if I remember. I want to make it up to you, by coming to you with a better updated offer. Let me tell you what changed since we last interacted..."

Or

"I know you cancelled your subscription with us in the past. It was likely because of the level of service we provided you. I wanted to reach out to you to let you know that we completely reworked that service, and ask you to take a look at my offerings now. "

etc...

Good luck closer!

-Adam Viszler - Definitive Cold Sales Course