

SME GROWTH – WEEKLY BUSINESS WIN


Prescription #001

Reactivate Your Old Customers in 48 Hours


The Fastest Way to Increase Sales Without Spending on Advertising

Business Benefit

Primary Benefit

 Increase Sales

Difficulty

 Easy

Implementation Time

 30 Minutes

Investment Required

 ₹0

THIS WEEK'S SUCCESS KPI

Primary KPI

 Contact 50 inactive customers

Success Target

 10 customer replies

✓ 3 genuine enquiries

✓ 1 confirmed order

Stretch Goal

★ Recover ₹10,000+ in additional sales.

This Week's Goal

Bring back customers who have not purchased from you in the last **6–12 months**.

Time Required: 30 Minutes

Expected Result: More enquiries, repeat customers and additional sales.

The 30-Minute Action Plan

STEP 1 – Prepare Your List (10 Minutes)

Create a list of customers who haven't purchased from you in the last **6 to 12 months**.

Even if you have only **25 customers**, that's enough to begin.

STEP 2 – Send This WhatsApp Message (10 Minutes)

Personalize the customer's name before sending.

Hi [**Customer Name**],

It's been a while since we last served you. I hope you and your family are doing well.

Just wanted to check in and let you know that we're here whenever you need us.

Is there anything we can help you with this week?

Looking forward to hearing from you.

Thank you,

[Your Name]

Important: Start a conversation. Don't try to sell immediately.

STEP 3 – Follow Up (10 Minutes)

- ✓ Reply quickly to customers who respond.
- ✓ Call customers who don't respond after two days.

A friendly conversation often works better than another message.



AI Shortcut

Copy and paste the prompt below into ChatGPT.

ChatGPT Prompt

Act as an experienced customer relationship manager.

Write **5 friendly WhatsApp messages** to reconnect with customers who haven't purchased from my business in more than six months.

The messages should sound personal, warm and professional.

Do not sound like a salesperson.

My Business:

[Business Name]

Products / Services:






[Products]

Target Customers:

[Customers]

Create five different message variations.

Avoid These Common Mistakes

-  Sending the same broadcast message to everyone.
 -  Offering discounts in the first message.
 -  Asking customers to buy immediately.
 -  Ignoring customer replies.
 -  Giving up after one follow-up.
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Track Your Results

Activity	Your Numbers
Customers Contacted	_____
Customers Replied	_____
Enquiries Received	_____
Orders Received	_____
Revenue Generated	₹ _____

This Week's Challenge

Complete this activity before **Friday evening**.

Don't aim for perfection.

Aim for action.

Even one recovered customer can make this week's effort worthwhile.

Business Growth Thought

"The easiest customer to sell to is the one who has already trusted you once."

Coming Next Week

SME Growth – Weekly Business Win (Week 2)

Get More Customer Referrals Without Spending a Single Rupee on Advertising

Success Box

Did this week's Business Win work for you?

I'd genuinely love to hear your results.

Send me a WhatsApp message with:

Your Business Name

Number of Customers Contacted

- ✓ Number of Replies
- ✓ Number of Orders Received
- ✓ Revenue Generated

Every month I'll feature the best success stories (with your permission) so other business owners can learn from your experience.

Need Help Growing Your Business?

If you'd like practical support to increase sales, improve profits, strengthen cash flow or implement better business systems, I'd be happy to help.

Book Your Complimentary Business Growth Review

We'll identify:

- ✓ Hidden business growth opportunities
 - ✓ Practical improvements you can implement quickly
 - ✓ A customized action plan for your business
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Prepared by

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