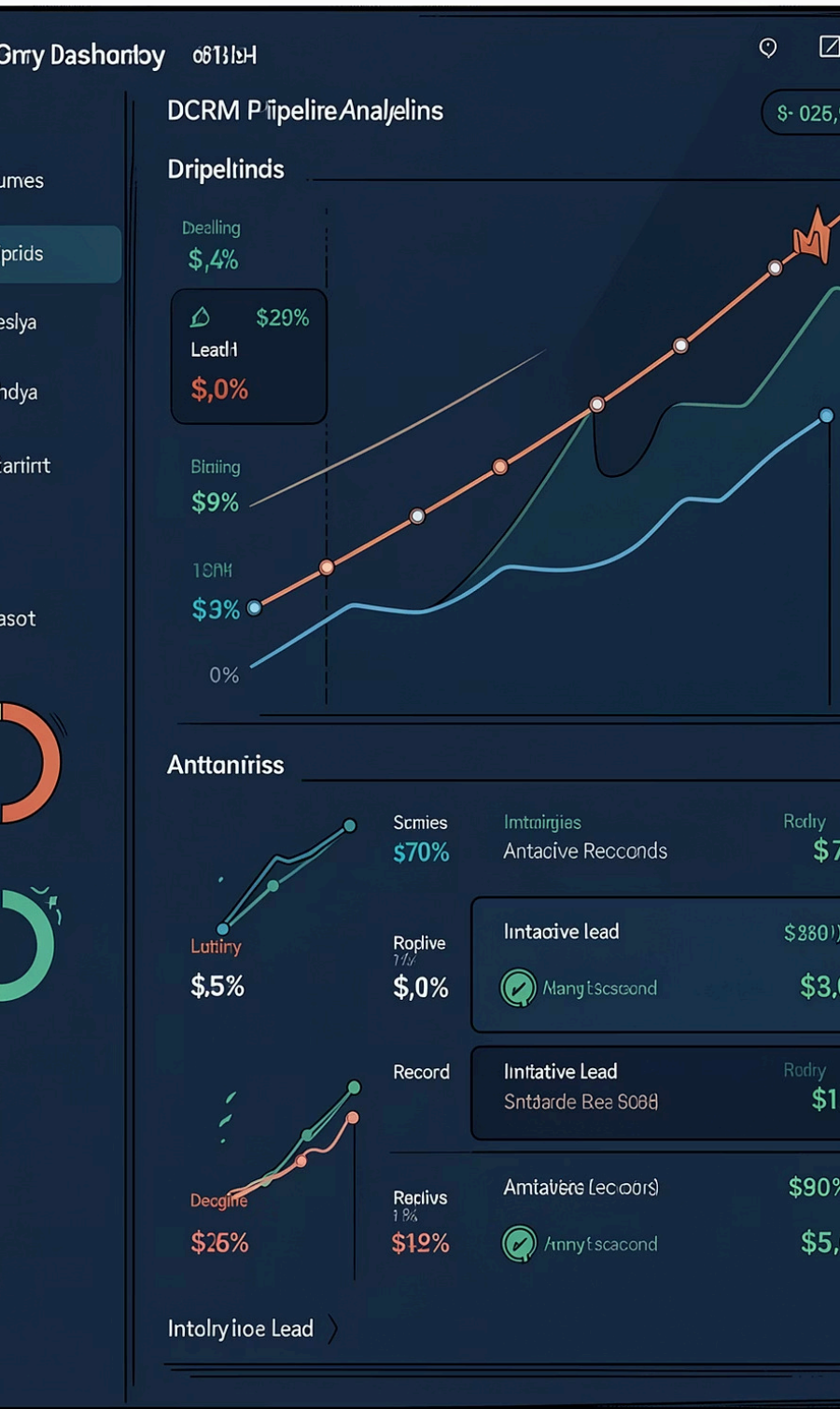


# CRM Database Reactivation System

Recover revenue already sitting inside your CRM through structured reactivation, qualification, booking, and CRM recovery.

REVENUE RECOVERY · CRM REACTIVATION · PIPELINE RECOVERY



# Most Businesses Are Sitting on Hidden Revenue

Most businesses focus on generating new leads while ignoring the thousands of conversations already sitting inside their CRM.

## What gets ignored

- old inquiries
- ghosted prospects
- no-shows
- stalled conversations

## What businesses focus on

- more leads
- bigger ad spend
- more outreach

## Reality

Many leads never said "no."

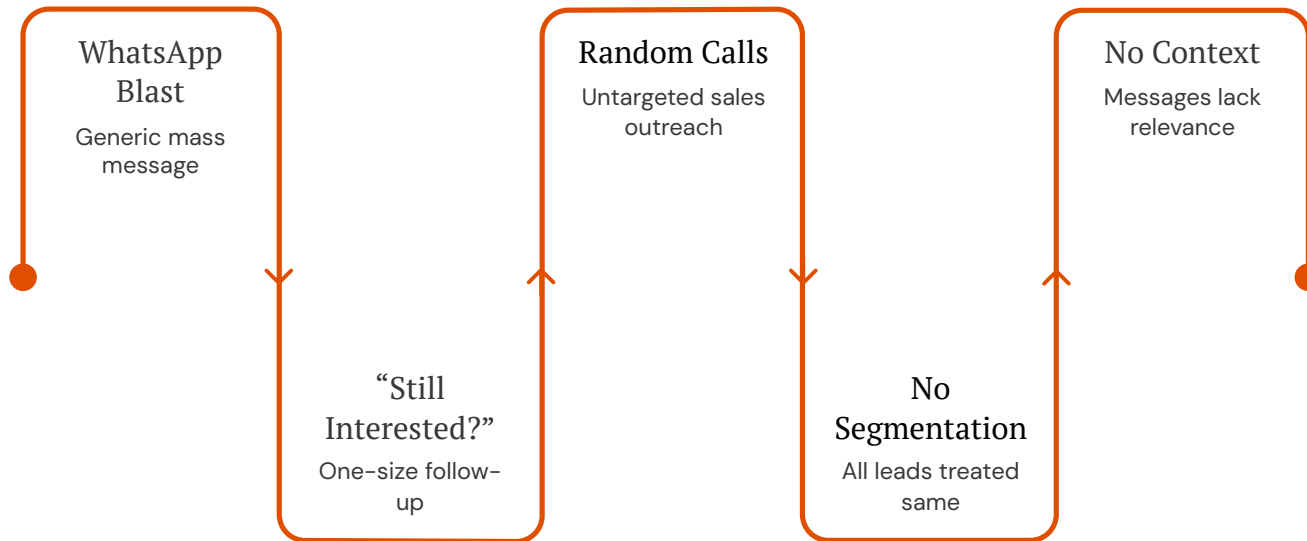
- Timing changed.
- Follow-up stopped.

Most businesses are sitting on a treasure chest and buying a metal detector.

# The Database Is Not Dead

The system is dead.

## Typical Reactivation



Typical reactivation often fails because it treats every dormant lead the same and offers no context or segmentation.

## Why It Fails

- same message to everyone
- bad timing
- weak follow-up
- no context awareness
- no qualification logic
- no CRM visibility

Sending the same message to everyone rarely works.

# Not Every Lead Stalled for the Same Reason

→ **Some leads:** → asked about pricing

→ **Some leads:** → wanted better timing

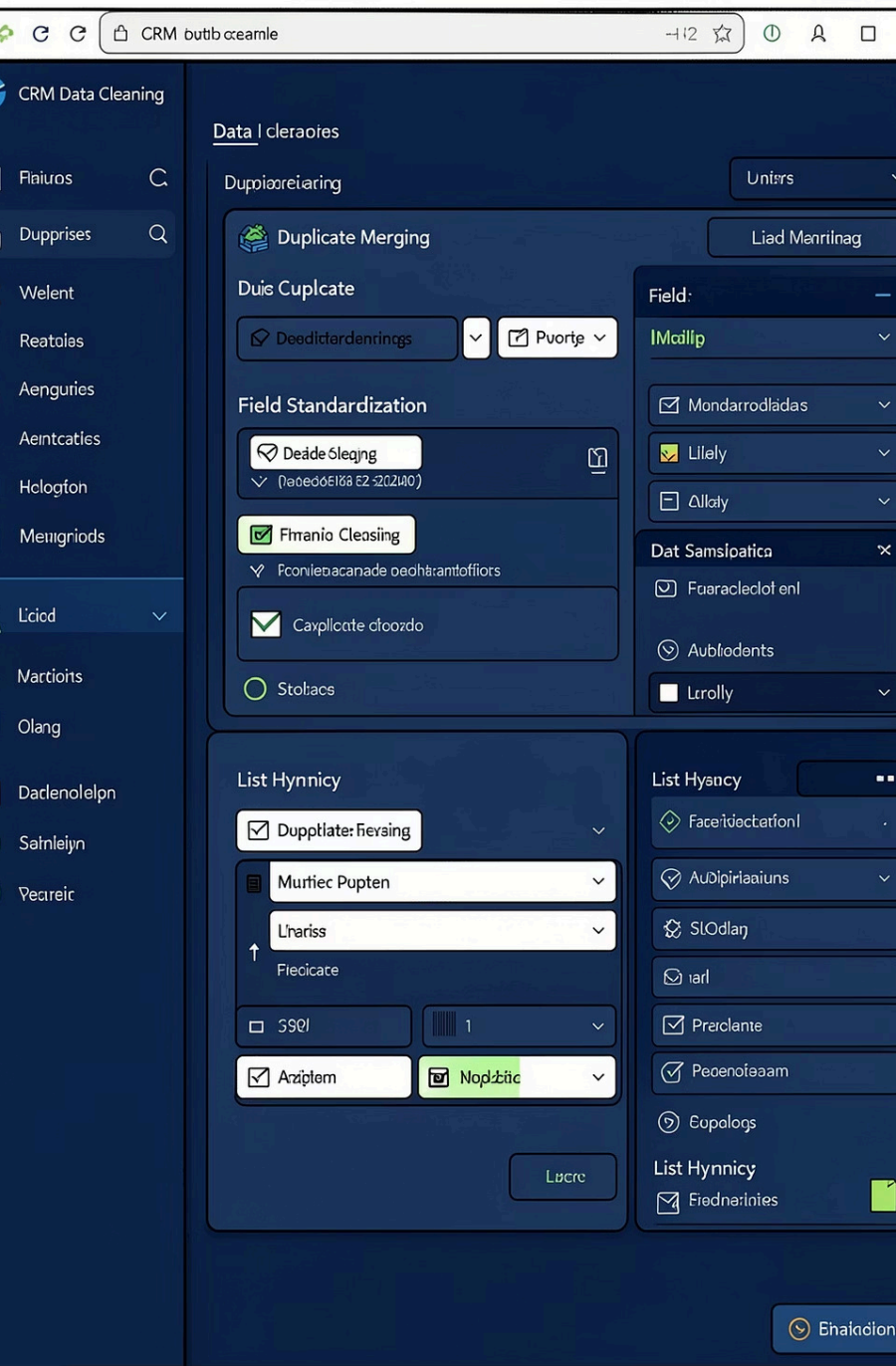
→ **Some leads:** → no-showed

→ **Some leads:** → became cold after interest

→ **Some leads:** → bought once but never returned

→ **Some leads:** → needed nurturing

A proper reactivation system understands why the lead stalled before trying to revive it.



# First, We Map the CRM

Before outreach begins, we audit the CRM to understand what exists, what stalled, and where recovery opportunities live.

## CRM Audit

- lead age
- pipeline stage
- tags
- source
- last interaction
- lifecycle stage

## Lost Leads

People who showed buying intent but disappeared.

## No-Shows

People who booked but never attended.

## Past Customers

Upsell or repeat purchase opportunities.

Different segments require different messaging.

# Context Before Outreach

1

Lost Lead

“Still considering Ibiza for June?”

2

No-Show

“Want to reschedule your consultation?”

3

Old Customer

“Wanted to show you something new we launched.”

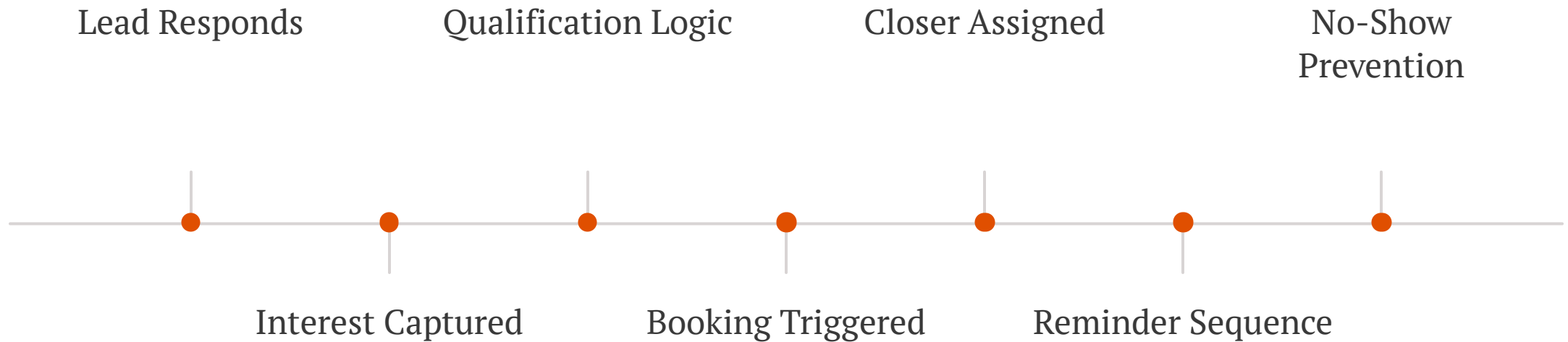
Before reactivating a lead, the system looks at prior context so outreach feels relevant — not like mass broadcast spam.

**The system looks at:**

- product/service interest
- objections
- previous conversations
- inquiry source
- buying stage
- appointment history

# From Reply → Qualified Opportunity

When leads respond, the system captures intent and routes qualified opportunities automatically.



# Before vs. After

## Before

- Thousands of untouched leads
- Random follow-ups
- Sales guessing who to call
- Dead CRM data
- Lost opportunities
- Heavy dependency on ads

## After

- Segmented database
- Automated reactivation
- Context-aware messaging
- Qualified conversations
- CRM rebuilt and organized
- Predictable recovery campaigns

# Sitting on Forgotten Revenue?



If your business already has a CRM full of leads, there is a good chance you are sitting on opportunities that simply stopped moving.

## We Map:

- Lead source
- stalled conversations
- segmentation logic
- reactivation flow
- qualification system
- CRM cleanup

01

## Book a Discovery Call

Turn forgotten leads into qualified conversations without increasing ad spend.

02

## Free Database Audit

We score your dormant pipeline and surface quick wins

03

## Custom Reactivation Proposal

Tailored system design, timeline, and projected ROI