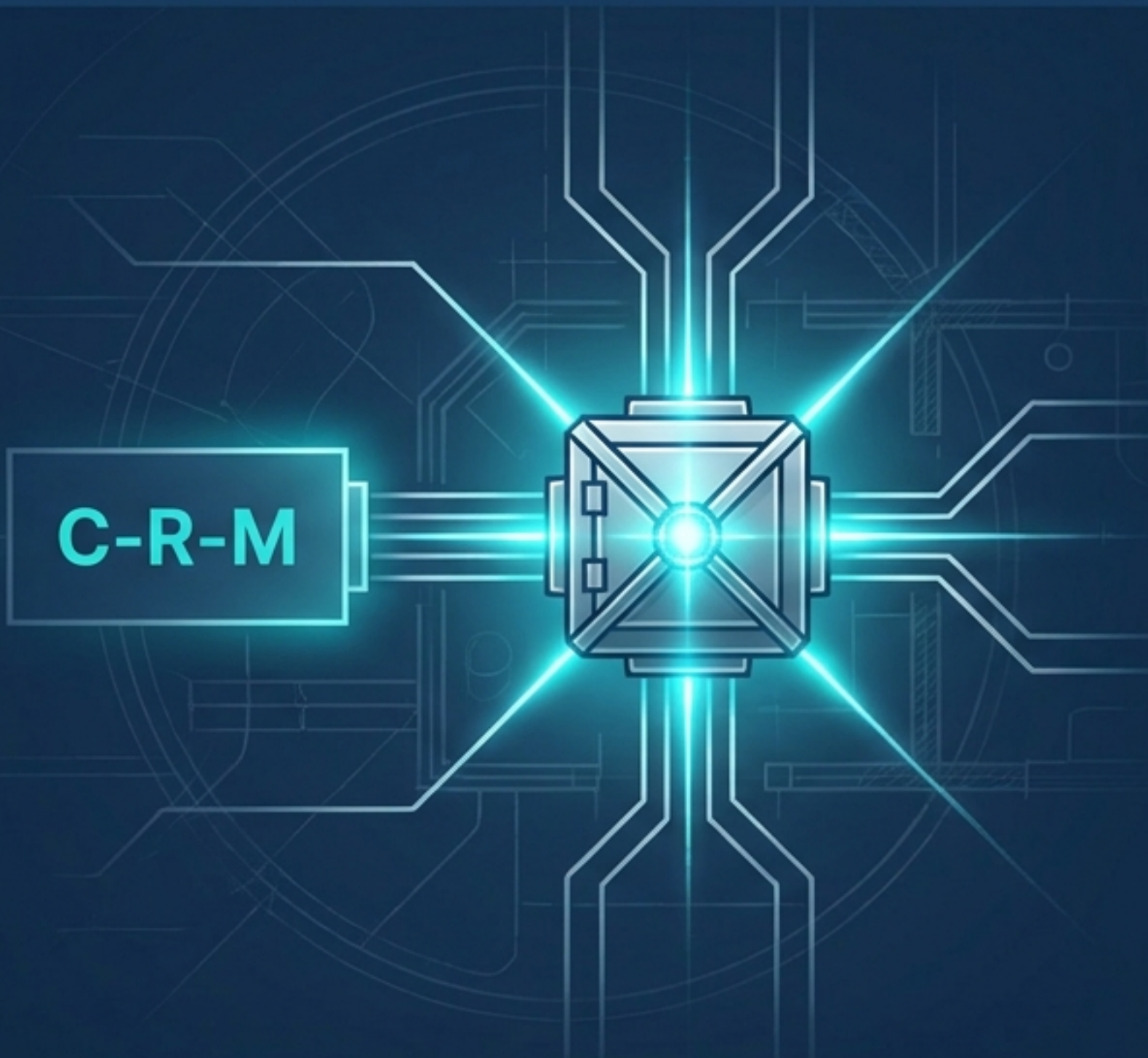




# The Gold Mine: Reclaiming Dormant Leads for New Sales



**C-R-M**

## The hidden gold mine in your C-R-M

Silent leads from 60 days to a full year ago.

The leads are already paid for.

The relationships already exist.

# Silence does not mean no



## Life Happens.

They got busy. Spouses asked them to wait. They still need what you offered, but the timing derailed.



## Lost Interest.

(The false assumption). You become convinced they are dead, while they wait for the right reason to answer.

# The staggering math of reactivation

**\$0**

Lead Cost

- Highest return activity in your entire week.
- Close rate is meaningfully higher than brand new cold leads.
  - Adds real production without spending another dollar.

# Myth vs. Reality

I'll look desperate reaching out after months.

Most clients didn't register you went quiet. They went quiet too.

It's a waste of time, they would have called.

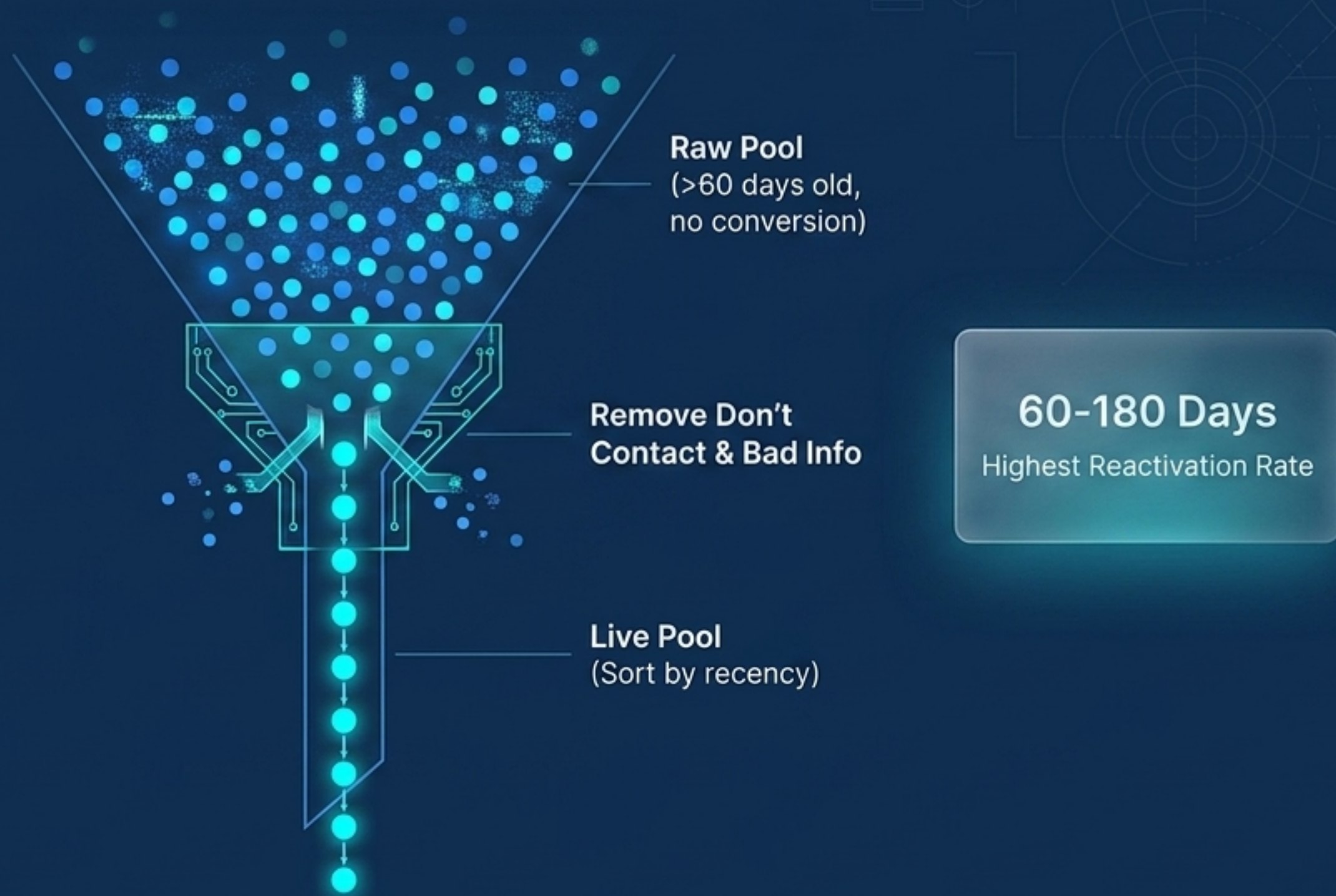
Most never bought from anyone. The slot is still open. They forgot.

Your job is to remind them—the right way, with no pressure.

# The 3-Step Reactivation System



# Step 1: The Audit




Find the **Anchor Detail** (timing constraint, personal note, specific interest) to make it human.

# Touch 1: The Value-First Text

- Keep it short: 2 to 3 sentences max.
- Reference a useful detail (Anchor).
- Offer a low-pressure next step.

**Apology First:**  
Centers on you.  
Fails.

**Value First:**  
Centers on them.  
Reopens the door.



(Text)

(Call)

**Day 3-5**

(Email)

## Touch 2: The Phone Call

Goal: Same as the text. Short, useful, no pressure.

If they pick up: 30 seconds. You are checking in, not pitching.

If no answer: Leave a 30-second voicemail mirroring the text.

**30 Seconds**  
Voicemail Limit



## Touch 3: The Graceful Exit

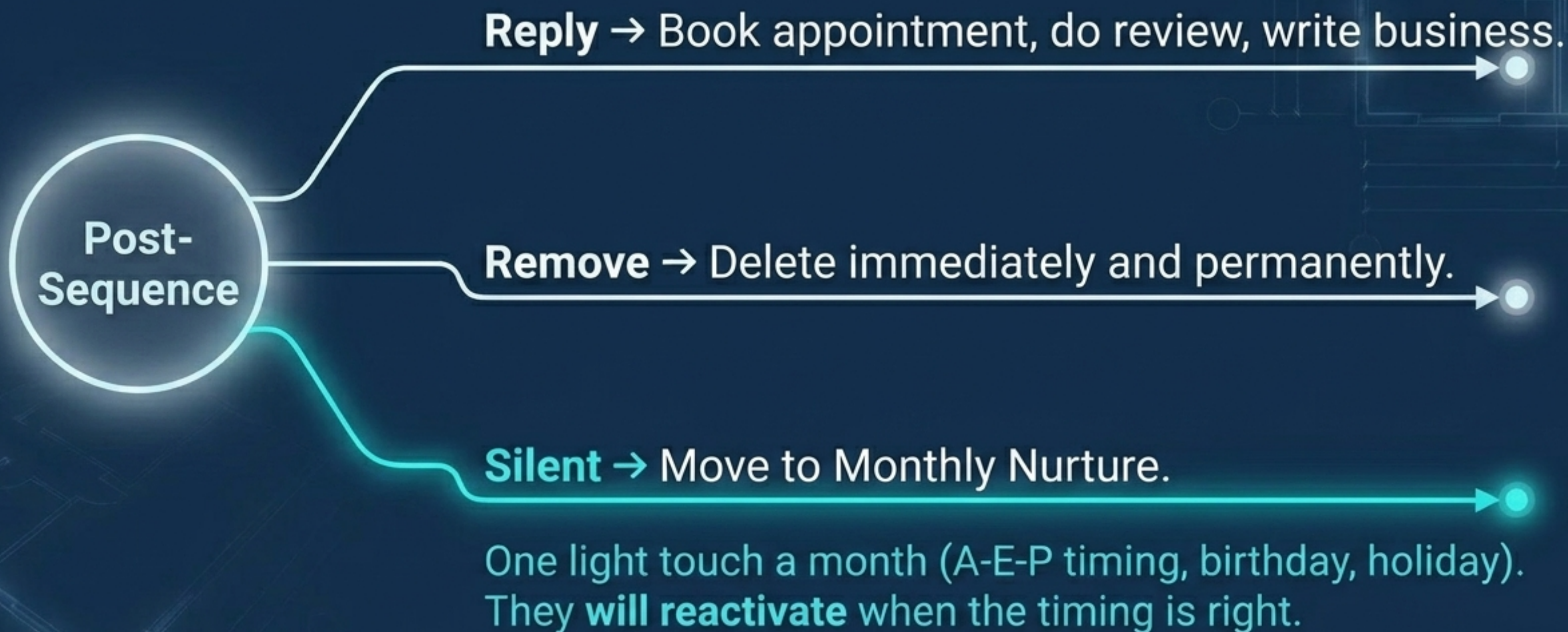
**Format:** Short email (2-3 sentences).

**Purpose:** Make it easy to reengage or quietly close the loop.

**Rule:** Give them permission to say remove.

**Result:** Sets up long-term nurture for the silent majority.

# Step 3: Disposition & Nurture



# The Mendoza Walkthrough

● August: Medicare inquiry.  
3 touches. Silent.

8-Month Dormancy Gap

● April: Dormant Audit  
pulls his file.

● Action: One 3-sentence  
value-first text sent.

● Result: Replies in 2  
days. Books Friday.

**2**  
Enrollments  
(Husband & Wife)

# The Cost of Inaction



**The assumption:** You assumed he was dead, so you never reached out.

**The reality:** He buys from a mailer or call center in October.

**The cost:** You lost a household sale because you skipped a three-sentence text.

**Leaving the audit undone directly funds your competitors.**

# Today's Action Step

1

## Run the dormant audit.

Pull the top 50 leads (>60 days, no conversion, sorted by recency).

2

## Send 10 value-first texts.

Fill in the personal detail for the first ten names, and send them before closing your laptop.

30

Minutes to  
execute

# The Winning Shift

**The producers winning in this business aren't generating more leads. They are working the leads they already have.**

Your dormant list is the highest-paying account in your business—but only if you actually open it.