**Prospect Reactivator Framework**

The Prospect Reactivator helps you turn past prospects into new wins. It is designed to get you quick wins and then run every 90 days to reactivate past prospects.

You’ll re-engage people you’ve already met with or quoted and use your new strategy to restart the conversation. The goal is to get them into the 15-minute Prospect Interview Call to show them a better way to secure the best deal on the market.

These prospects already know you, making them a warm opportunity. Be transparent: let them know you’ve invested in a new strategy built to help clients beat the market, and you wanted them to see it.

You’re not following up on old quotes. You’re restarting the conversation with a better process and a clear reason to meet.

### **Step 1 | Identify Past Prospects**

Start by identifying past prospects you’ve already worked with, quoted, or met for a coverage analysis.  
Focus on those who renew in the next 90 days, giving you a better opportunity to win now. You’ll run this Prospect Reactivator every 90 days (four times a year).

Pull past prospects into a single list, and get ready to re-engage.

These are warm opportunities — people who’ve already taken your call once and are most likely to give you another shot.

Use the attached spreadsheet to create your list.

Once you have identified the prospect, you are going to identify their premium problem. You are looking to find how they talked about premium and what they are looking to accomplish.

Ask yourself:

* What did they say about insurance or premiums?
* What’s their biggest challenge?
* What are they trying to accomplish?
* Why did they reach out in the first place?

In almost every case, it ties back to premium.

If they didn’t say something specific — like “I want to save money” or “I want the best deal” — write down what they did say. We’ll dig deeper and clarify it later when you reconnect.

### **Step 2 | Re-Engage**

Now that you’ve identified your past prospects, it’s time to re-engage them. Reach out the same way you’ve communicated with them before — text, call, or email. The objective here is simple: confirm their premium problem and book a 15-minute interview call.

#### **Confirm the Premium Problem**

We want to confirm what they originally said was important — usually something around premium. If they already told you what it was, repeat it back and confirm. If they didn’t, help them name it.

Sample Script — You already know their problem:

“Hey John, I know we worked on your renewal last year, and getting the best deal on your premium was important to you.  
 Just want to confirm — that’s still accurate?”  
 *(John: “Yep, absolutely.”)*

Sample Script — You don’t know their problem yet:

“Hey John, I know we worked on your renewal last year.  
 I’m assuming you were reviewing options because you wanted to make sure you’re getting the best deal out there — is that right?”  
 *(John: “Yeah, exactly.”)*

#### **Be Transparent & Take Ownership**

Take ownership and be transparent about what’s changed. You’ve evolved, you’ve invested, and you’ve found a better way. That honesty re-engages them.

Sample Script:

“I know we put a lot of time into your renewal last year and what I’ve realized is the path we went down wasn’t getting the results people wanted. So I invested in learning a new strategy to help people get the best deal in the market. It’s completely game-changing, and you can use it with or without me.”

#### **Ask for the Meeting**

Once you’ve confirmed their problem and shared your shift, it’s time to ask for the meeting.

Sample Script:

“What works best for a quick 15-minute call?  
 I’ll ask a few questions and see if or how this strategy could help you get the best deal on your renewal.  
Would tomorrow at 11 or Thursday at 10 work better for you?”

### **Step 3 | Prospect Interview Call**

Now that you’ve got the 15-minute Prospect Interview Call booked, it’s time to prep for it and execute. You’ll handle this call just like any other 15-minute prospect interview — but with one key difference: you’ve already worked with this person before.

So your job here is to stay in command, acknowledge the change, and move forward confidently. You don’t need to over-explain — you’ve already done that in the re-engagement message.

Review the 15-Minute Prospect Interview Call Framework to prepare, but use this adjusted introduction for reactivated prospects.

#### **15 Minute Prospect Interview Call | Reactivator Intro**

#### **Intro**

“Hey John, I had us down for a quick 15-minute call — does that still work?”

*(John: “Yep, that works.”)*

**Rapport** “Perfect. Appreciate you jumping on, man. How have you been?”

Spend 30–120 seconds asking what’s changed since you last talked — personally or professionally.  
 Then move right into command.

#### **Command**

“Alright, I’ve got us down for 15 minutes, cool if we dive in.

So I invested in learning this new strategy to help people get the best deal in the market. It’s completely game-changing, helping people negotiate the best deal on their premium.

I have a framework I’ll run through on this call. I know we met in the past, but I’ll still have some questions to ask to confirm where you are at or if anything has changed. I’ll ask the questions and work out if or how the strategy will apply to you.

If I don’t think it’s a fit, I’ll let you know and try to point you in the right direction.  
 If I think it can help, we can book another call to walk through what that would look like.  
 Sound good?”  
 *(John: “Yeah, that sounds great.”)*