

PLAY #19: LOST DEAL RE-ENGAGEMENT CAMPAIGN

Reactive | Bottom-of-funnel | Re-entry point

Not every lost deal is final. Sometimes “not now” just means “not yet.”

This play targets deals marked as closed-lost—especially those due to timing, budget, or missing functionality. Instead of letting them drift, you monitor for change signals: a new decision-maker, fresh funding, product maturity, or macro shifts that reset priorities.

These moments are your opening. The key is to reframe, not repeat. You’re not picking up where you left off; you’re starting a smarter, better-informed conversation.

What it looks like in action

Tactic	Description
Tag past deals + monitor for change	Categorize closed-lost accounts by loss reason and ICP fit. Use LinkedIn, UserGems, or Crunchbase to detect shifts like job changes, fundraises, or M&A.
Trigger re-entry emails	Send timely messages that acknowledge the previous outcome and highlight what’s changed (e.g., “We’ve evolved since you last evaluated us—might be worth a fresh look”).
Send a tailored “Comeback Stories” content pack	Package a set of 2–3 comeback customer stories into a mini-deck or microsite, personalized to the ICP’s industry or use case. Frame it as: “Why these companies returned—and what made it work this time.” Tofu can help personalize content assets by vertical or persona.
Package a “What’s New” kit	Build a lightweight bundle with a refreshed deck, product walkthrough, roadmap preview, and quick note from a senior exec. Send via email or a platform like Reachdesk.
Equip AEs with re-entry scripts	Provide confident, forward-looking messaging: “You passed last year—but a lot’s changed. Want to see what’s new?” Keep the tone curious, not pushy.

WHY IT WORKS:

Buyers don't want to feel chased; they want to feel understood. This play respects their pause. It picks up the conversation with empathy (not amnesia), showing that your team remembers what mattered last time and has something new to offer now.

It also activates a subtle but powerful bias: if the buyer already invested time in the previous cycle, you're not starting from scratch. Instead, you're giving them a shortcut to resolution.