

Sales Systems / Follow-Up Systems

Emails and scripts for re-engaging past customers who churned, with offers to return.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Churn Recovery, Customer Win-Back, Retention

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Why This Prompt Exists

Most businesses lose churned customers forever — they don't have a win-back system.

You get:

- customers who leave and never return
- no understanding of why they churned
- no re-engagement sequence for past customers
- missed revenue from customers who might return
- competitors who win back your lost customers

But win-back is not desperate.

It is re-earning trust after a lapse.

- Email 1: Acknowledge their departure + ask why
- Email 2: Offer to address their concerns
- Email 3: Win-back offer (discount, free month, upgrade)
- Email 4: Final check-in (respectful close)

Without win-back sequences, you lose customers forever.

This framework forces AI to create win-back sequences that bring customers back.

The Prompt

Assume the role of a customer retention specialist who wins back churned customers.

Your task is to create a customer win-back sequence.

Generate:

1. EMAIL 1 – ACKNOWLEDGMENT + LEARNING (1 week after churn)
 - Acknowledge their departure
 - Ask why they left (no hard feelings)
 - Offer to improve based on feedback
 - Full email
2. EMAIL 2 – ADDRESS CONCERNS (2 weeks after churn)
 - If they shared a reason, address it specifically
 - Share improvements made since they left
 - Full email
3. EMAIL 3 – WIN-BACK OFFER (3 weeks after churn)
 - Discount, free month, or upgrade offer
 - Limited time (create urgency)
 - Full email
4. EMAIL 4 – FINAL CHECK-IN (6 weeks after churn)
 - Respectful final outreach
 - Leave the door open
 - Full email

5. WIN-BACK OFFER TYPES (for different churn reasons)

- Price sensitive: discount offer
- Product gap: free upgrade to new feature
- Poor experience: free month + account review

6. WIN-BACK METRICS TO TRACK

- Win-back rate (% of churned customers who return)
- Win-back offer conversion rate

INPUTS:

Your Product/Service:

[DESCRIBE]

Common Churn Reasons (from your data):

[LIST]

Win-Back Offer Available:

[YES (DISCOUNT / FREE MONTH / UPGRADE) / NO]

Time Since Churn:

[1 WEEK / 1 MONTH / 3 MONTHS / 6 MONTHS+]

Customer Value Before Churn:

[HIGH / MEDIUM / LOW]

RULES:

- Wait 1 week after churn before win-back outreach (don't be desperate)

- Ask why they left (learn and improve)
- Address their specific reason in follow-up
- Offer must be compelling enough to return
- Set a time limit on win-back offers (urgency)
- Stop after 4 emails (respect their decision)

How To Use It

- Wait 1 week after churn before win-back outreach (don't seem desperate).
- Ask why they left — you'll learn how to improve retention.
- Address their specific reason in follow-up emails.
- Make the win-back offer compelling enough to return.
- Set a time limit on win-back offers (creates urgency).
- Stop after 4 emails — respect their decision.

Example Input

Your Product/Service: CRM automation software for sales teams

Common Churn Reasons: "Too expensive," "Didn't use it enough," "Switched to competitor," "Integration issues"

Win-Back Offer Available: YES (20% discount for 3 months, plus free implementation support)

Time Since Churn: 1 WEEK

Customer Value Before Churn: MEDIUM (\$15,000/year customer)

Why It Works

Most churned customers are lost forever.

This framework improves outcomes by forcing:

- churn reason exploration (learning)
- concern addressing (credibility)
- compelling win-back offers (incentive)
- respectful final outreach (professionalism)
- offer type segmentation (relevance)

Great win-back sequences don't beg — they address why customers left and offer a reason to return.

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