



Lesson Action Guide

Attrition



Key Concepts: A Summary of What You Learned

- How to calculate the percentage of attrition rate per year.
- Lost customers identified.
- The reasons for losing customers established.
- Opportunities for marketing leads.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Review the lost customers (D customers) for potential A/B customers.
- Make appointments with these prospects and win them back.
- Do this Attrition analysis every 6 months.



Ideas and Notes

Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.