

DORMANT ACCOUNT RE-ENGAGEMENT SEQUENCE

Five touchpoints. Two channels. One clear ask per step.

Based on Episode 067 of The KAM Club Podcast

DORMANT DEFINED

No meaningful contact in 3+ months.
Relationship status unclear.

THE DISTINCTION

Intentional dormancy = strategy.
Accidental dormancy = neglect.

THE RULE

If it's accidental, the answer is: reach out this week.

How to Use This Sequence

Every template below works in two ways:

- Use it as-is — fill in the [BRACKETED] fields and send.
- Drop the ChatGPT prompt into ChatGPT (or Claude) with your account details and let it draft the message for you.

What you will not find here: apologies for going quiet, vague 'just checking in' openers, or forwarded emails with 'bumping this up'. Each step is a fresh, deliberate move.

01

DAY 1 — Email

Lead with insight. Low-friction ask.

The Strategy

Your first move should do two things: demonstrate you've been paying attention to their world, and make it easy for them to say yes. A 15-minute conversation is a far lower ask than a QBR. The goal is to crack the door, not walk through it.

What to Avoid

- 'Sorry I haven't been in touch' — makes it about your guilt, not their priorities.
- Generic observations — 'I see the market is changing' won't get a reply.
- Open-ended asks — 'let me know if you need anything' puts the work on them.

Email Template

SUBJECT: [Specific topic] – a thought for [Company]

Hi [Name],

I've been following [specific development – new product launch / market shift / company news], and it got me thinking about [how it relates to their business / a challenge they mentioned last time you spoke].

[One specific observation or insight relevant to them – 2 sentences max. Show you've done the work.]

Would it be worth 15 minutes to share what I'm seeing across similar businesses? Happy to fit around your diary – [suggest two specific slots or a scheduling link].

Best,

[Your name]

ChatGPT Prompt

ROLE: You are a B2B account manager re-engaging a dormant client.

ACCOUNT: [Company name, industry, what they buy from you]

CONTACT: [Name, title, what you know about them]

LAST CONTACT: [When and what it was about]

HOOK: [One recent development at their company or in their industry]

TASK: Write a short re-engagement email. Lead with the hook and connect it to a business implication for them. End with a low-friction ask for 15 minutes. No apologies. No 'just checking in'. British English. Under 150 words.

Personalisation Checklist

- Reference something specific — a press release, a LinkedIn post, a job listing, a company milestone.
- Connect the insight to a known priority or pain point from your last interaction.
- Offer a specific time slot rather than 'let me know when works'.

The Strategy

Voicemail is a second channel, not a chaser. Your email may have been seen and mentally filed as 'I'll reply later'. A warm, brief voicemail from a real human voice is different — it signals you're a person, not an automated sequence. Keep it under 30 seconds. One question only.

What to Avoid

- Referencing the email directly ('I sent you an email last week...') — it frames this as a chase.
- Lengthy context-setting — if they don't know who you are from your name, this isn't the right time.
- Multiple questions — one question gets answered, three questions get ignored.

Voicemail Script

Hi [Name], it's [Your name] from [Company].

I've been thinking about [brief reference to their business / industry] and had a question I'd love your take on — specifically, [one genuine, specific question about their priorities or situation].

Happy to have a quick 15-minute conversation if it's useful. You can reach me on [number].

Thanks — hope to connect soon.

ChatGPT Prompt

ROLE: You are a B2B account manager leaving a voicemail for a dormant client.

ACCOUNT: [Company name, industry]

CONTACT: [Name, title]

QUESTION: [One thing you genuinely want to know about their current situation or priorities]

TASK: Write a voicemail script. Warm, professional, under 30 seconds when spoken aloud. One question only. No apologies. No reference to a previous email. End with your callback number. British English.

Your One Genuine Question

The question you leave should be one you'd actually like answered — not a sales question dressed up as curiosity. Good examples:

- 'What's the biggest thing you're trying to get done in the next quarter?'
- 'Are you still focused on [the initiative they mentioned last time] or has the priority shifted?'
- 'How has [market change / new leadership / acquisition] landed for your team?'

The Strategy

LinkedIn is your third touchpoint and your third channel. The angle changes entirely — this is not a follow-up to the email or the voicemail. You're engaging with something they've done, posted, or that's happened to them publicly. It feels personal because it is.

What to Avoid

- Generic connection requests — if you're already connected, don't reconnect.
- Pitching in a LinkedIn message — this channel is for warming, not converting.
- Copying your email — different channel, completely different tone.

LinkedIn Comment (on their recent post)

[React to the specific content of their post — one substantive sentence. Then add a related observation or question that shows you have a view on the topic.]

Example: 'Interesting take on [topic] — we're seeing something similar from the [industry] side. Are you finding that [specific angle]? Would be curious to hear how you're approaching it.'

LinkedIn DM (if no recent post to comment on)

Hi [Name] — saw that [company milestone / hire / news item / award / event they attended]. Congratulations / that caught my eye.

[One sentence connecting it to something you know about their business or an opportunity you see.]

Happy to catch up if it's useful — no agenda.

ChatGPT Prompt

ROLE: You are a B2B account manager engaging a dormant client on LinkedIn.

CONTACT: [Name, title, company]

HOOK: [Their recent post / company news / hire / award / event they attended]

TASK: Write either (a) a thoughtful comment on their recent post that adds genuine perspective, or (b) a LinkedIn DM referencing a specific company news item. Tone: warm and professional, not salesy. Under 60 words. No emojis. British English.

Where to Look

- Their LinkedIn activity — posts, comments, reactions, articles.
- Company LinkedIn page — new hires, announcements, job postings (job postings reveal priorities).
- Google Alerts — set one for their company name if you haven't already.

The Strategy

This is not a bump. It is not a forward of your Day 1 email with 'just wanted to resurface this'. It is a completely new piece of correspondence with a different angle, a different hook, and a different ask — framed around something that has changed or something new you want to share.

What to Avoid

- Forwarding the original email — this is the single most common mistake and the easiest to spot.
- Saying 'I know you're busy' — it assumes and it flatters.
- 'I just wanted to follow up on my last email' — this belongs in the bin.

Email Template

SUBJECT: [Completely different subject line – unrelated to Day 1]

Hi [Name],

Different angle from me this time.

[Open with something new – a recent industry report, a relevant case study, a trend you've observed, a question that occurred to you since you last reached out. Make it genuinely different from your first email.]

[One sentence connecting it to their business specifically.]

I'd value 15 minutes to share what I'm seeing and hear what's on your radar.
[Scheduling link or two specific options.]

Best,

[Your name]

ChatGPT Prompt

ROLE: You are a B2B account manager writing a second re-engagement email to a client who has not replied.

ACCOUNT: [Company, industry, what they buy from you]

CONTACT: [Name, title]

FIRST EMAIL TOPIC: [What you led with in the Day 1 email]

NEW HOOK: [A different insight, report, trend, or observation – completely unrelated to the first email]

TASK: Write a fresh email – not a follow-up, not a forward. Different subject line, different angle, different tone if possible. Lead with the new hook, connect it briefly to their business, end with a low-friction ask for 15 minutes. No apologies. No reference to previous outreach. British English. Under 130 words.

Finding a New Angle

If you're struggling to find a genuinely different hook, try:

- A recent industry report or stat relevant to their role.
- Something you've learned from a comparable client (anonymised) that applies to them.
- A question that occurred to you while working on something else — 'I was working with a team in [sector] and this came up...'
- An upcoming event, deadline, or seasonal trigger relevant to their business.

The Strategy

This is your last active touchpoint in the sequence. Its job is to be respectful and clear — not passive-aggressive, not guilt-tripping. You're offering one final window and giving them a graceful exit. If they don't respond, you park the account intentionally: set a reassess date, note it in your CRM, and move on without guilt.

What to Avoid

- 'I guess you're not interested' — this is manipulation dressed as self-awareness.
- 'Is everything okay?' — implies something is wrong with them.
- Threatening to remove them from your contact list — this is a dark pattern, not a tactic.

Email Template

SUBJECT: Closing the loop - [Company]

Hi [Name],

I've reached out a few times recently and haven't heard back — which is fine. Timing isn't always right.

I'll leave it here for now. If things shift on your end and it's worth reconnecting, you know where I am.

[Optional: one final value statement — 'For context, we're currently working with [similar companies] on [relevant topic]. Happy to pick up the conversation when the timing is better.']

Take care,

[Your name]

ChatGPT Prompt

ROLE: You are a B2B account manager sending a final re-engagement email after no response to previous outreach.

ACCOUNT: [Company, industry]

CONTACT: [Name, title]

OPTIONAL VALUE STATEMENT: [One thing you're doing with similar companies that might be relevant to them — or leave blank]

TASK: Write a closing email. Respectful, not guilt-tripping. Acknowledge the lack of response lightly and without blame. Leave the door open without pressing for it. Optional: include one final relevant value statement. British English. Under 100 words.

After You Send This — Park It Intentionally

DO NOW

Log the outcome in your CRM — not as a loss, as a parked account.
Set a reassess reminder — 60, 90, or 120 days depending on account size and relationship.
Move on. No guilt.

ESCALATE BEFORE PARKING IF:

This account is strategically significant (high revenue, global reach, high-profile client).
The silence is unusual and the relationship was previously strong.
Get a senior involved rather than let it drift further.

Quick Reference — Sequence at a Glance

Step	Timing	Channel	Angle	Ask
01	Day 1	Email	Relevant insight or business development	15-minute conversation
02	Day 3–4	Voicemail	One genuine question about their priorities	Callback or short call
03	Day 7	LinkedIn	Something current — post, hire, news	Comment or light DM
04	Day 10–12	Email	Different angle, new subject, fresh hook	15-minute conversation
05	Day 14	Email	Respectful close — leave the door open	No ask. Park intentionally.

Before You Start — A Reminder from the Episode

Is this account actually dormant — or have you just been avoiding it?

It's OK to Ignore Your Clients. Here's Why episode of The KAM Club Podcast draws a sharp distinction: intentional dormancy is a strategic choice — you know the relationship is fine, the timing isn't right, and you've made a conscious decision to park it. Accidental dormancy is drift — you meant to call, something else came up, and suddenly it's been six months.

Use this sequence only for accidental dormancy — the accounts you should have stayed in contact with but didn't. If the dormancy is intentional, respect your own decision. Set a calendar reminder to reassess, and move on without guilt.

And if you have a PepsiCo-level account that hasn't returned your calls in four months — escalate before you get to Day 14.

The KAM Club Podcast | podcast.thekamclub.com | Episode 067: It's OK to Ignore Your Clients. Here's Why.