PERSONAL GTM PLAYBOOK

The Dormant Customer Reactivation Engine

How GTM Engineers help Account Managers restart conversations with customers who stopped ordering.

- Dormant list
- Customer contacts
- Messaging tiers
- AM-owned replies

chadymouawad.com

THE PROBLEM

Dormant customers do not go quiet for one reason.

Projects pause, contacts change, priorities shift, budgets move, or another supplier becomes easier to use.

- The Account Manager knows the relationship.
- Marketing knows which personas to reach.
- Sales tools can automate the touchpoints.
- Reporting can show why accounts went dormant.

The pieces exist. The system often does not.

Building the system around the account motion.

The goal is simple: make reactivation repeatable without making it feel automated. Understand what changed, identify whether the customer still has relevant manufacturing needs, and reopen commercial conversations around upcoming projects

- Dormant Account List
- Contact mapping
- Account Segmentation
- Automated Activation
- Response Follow-up

STEP 1

Build the dormant account list

Account status: Existing customer
Last order date: No order in the last 6–12 months
Account owner: Must have an assigned AM
Revenue potential: Prior revenue above €X, strategic fit

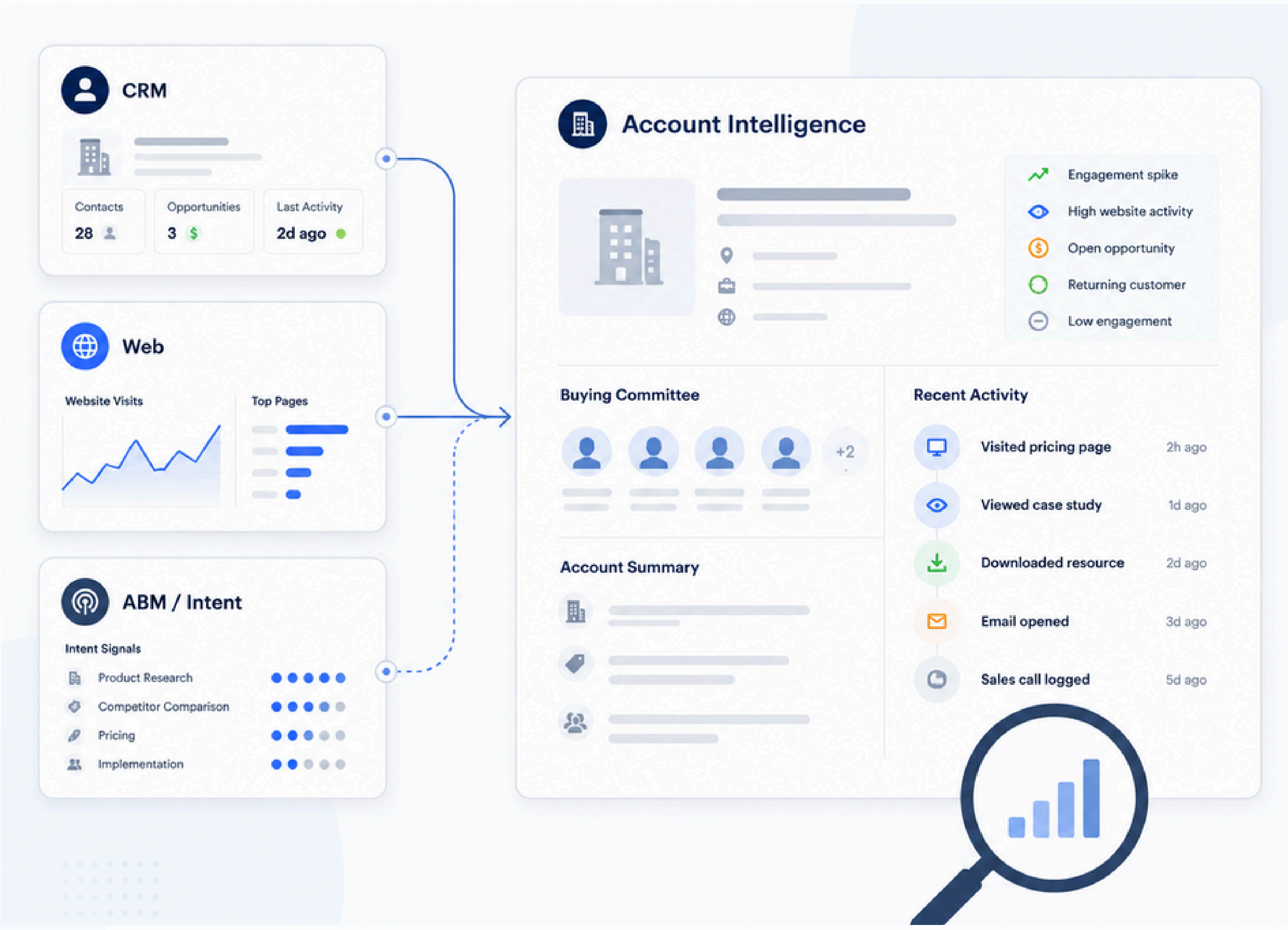
Account segmentation priority and criteria

Priority	Criteria
High	Previously high-revenue account, strategic account, multiple past orders, recent website activity
Medium	Past customer with limited revenue but relevant industry or service fit
Low	One-time buyer, very old activity, weak fit, no recent signals

STEP 2

Run pre-campaign account intelligence

This is where you analyze historical CRM, web, and ABM data before launch.



chadymouawad.com

STEP 3

Map reactivation contacts

Find the person we previously engaged with, or identify new contacts who can explain what changed or own the next project.

Active Reactivation

Known customers or Past buyers, contacts in CRM.

Warm Reminder

Leads in marketing DB, past add-to-carts, or engagement signals.

New Stakeholders

Missing personas. Find who owns the next project.

STEP 4

Define objective per segment

Before writing emails, assign one clear objective per segment.

Active Reactivation
Understand why the relationship went quiet and define the right path to re-engage each segment.

Warm Reminder
Understand why they never engaged further with the company and what is missing.

New Stakeholders
Reintroduce your company in the context of their company's previous usage

STEP 5

Enrich contacts before activating them.

Once contacts are segmented, the next step is to enrich each tier with updated data. The objective is to avoid activating outdated data and give Account Managers a clearer view of who is still relevant, who changed role, and who should be contacted next.

Active Reactivation

Current role, email, LinkedIn, seniority

Warm Reminder

Role changes, buying committee fit

New Stakeholders

New contacts, job titles, contact details

STEP 6

Build message tiers

Relationship stage and dormancy reason should change the message.

Tier 1: Active Reactivation
Ask what changed and whether new projects exist.

Tier 2: Warm Reminder
Educate, remind, and reduce friction to re-engage.

Tier 3: New Stakeholders
Lead with context, not pressure.

STEP 7

Build the activation architecture.

Ads rebuild familiarity. Outreach creates feedback. Sales follow-up creates momentum.

- **LinkedIn Ads**
- **Reactivation offer**
- **Offer Messaging**
- **Email outreach**
- **AM follow-up**

The point is not adding channels.
Every channel should support the same reactivation objective,
and move the dormant account toward a real conversation.

STEP 8

Use LinkedIn ads to rebuild familiarity

Before direct outreach, use LinkedIn ads to remind dormant customers what has changed:

- Updated capabilities
- Easier ways to work together
- Stronger support
- Clear reason to reconnect

STEP 9

Score engagement after ads

This is where you analyze how accounts reacted after the LinkedIn warm-up ads.

High engagement
Clicked, visited key pages, watched video, interacted with ad.

Medium engagement
Impressions and light interaction, but no strong buying signal.

No engagement
Ad delivered, but no visible reaction or intent signal.

STEP 10

Send the right reactivation offer

Use webinar or event invites when there is a real reason.
Use capability updates as the default evergreen offer.

Webinar invite
educational topics, new capabilities, process updates, or industry pain points.

Event invite
Best when there is a real event, trade show, workshop, or local opportunity.

Capability update
Best for accounts that may not know what changed since they last worked with you.

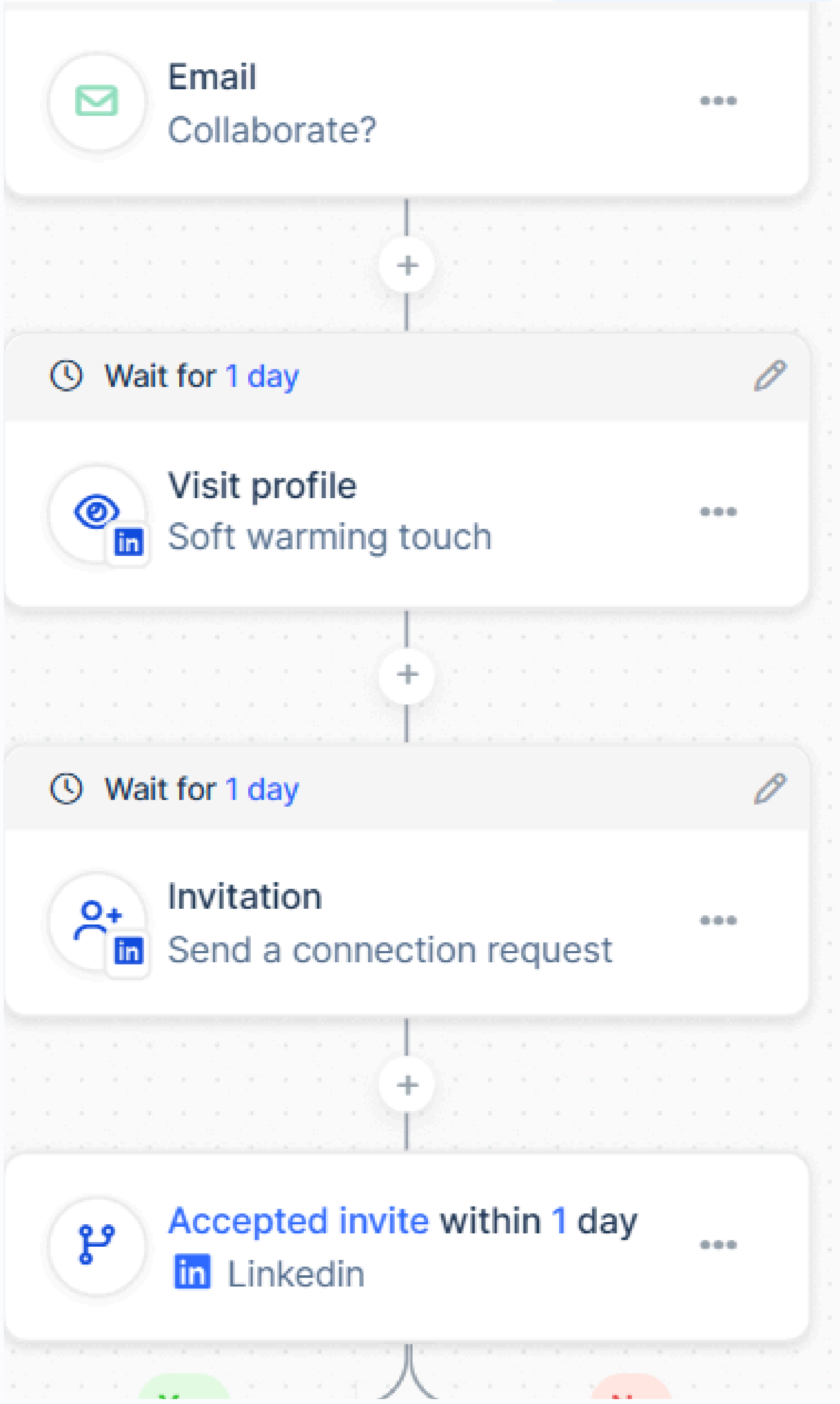
STEP 11

Launch contextual email outreach

Once the account has been warmed up, email outreach becomes more natural.

The message should not sound like a generic sales sequence. It should reference the previous relationship, ask what changed, and make it easy for the customer to reconnect if they have new projects.

Here is where Step 6 is most relevant.



STEP 12

Route replies back to the AM

Positive reply → Stop sequence, AM replies personally.
Not now → Stop sequence, set future follow-up.
Wrong contact → Ask for the right person, update CRM.
Bad experience → Stop automation, route to AM/support.
Unsubscribe / negative → Suppress immediately.

Task type and title	Due date	Status	Associated re...
~~Replied from~~	Last Monday, 2:03 PM	✓ Done	
~~Replied from~~	Jun 18, 2026, 3:35 PM	✓ Done	SC
~~Replied from~~	Jun 17, 2026, 8:36 AM	✓ Done	
~~Replied from~~	Jun 15, 2026, 11:57 AM	✓ Done	
~~Replied from~~	Jun 12, 2026, 3:35 PM	✓ Done	DP
~~Replied from~~	Jun 12, 2026, 1:21 PM	✓ Done	
~~Replied from~~	Jun 12, 2026, 10:45 AM	✓ Done	

STEP 13

Use reporting to optimize the system

Reporting is not there to prove activity. It is there to improve the reactivation system. If results are weak, the answer is not always more volume.

Coverage & Conversation
Dormant accounts touched.
Replies received.

Learning & Outcome
Reason captured.
Meetings booked.

Revenue & Impact
reopened opportunities,
and reactivated accounts

THE FRAMEWORK

Dormant customer reactivation is not a 'please buy again' sequence.

List → Map → Segment → Activate → Route → Optimize

That is how GTM Engineers help Account Managers restart relevant conversations with dormant customers, without losing trust.