Energy Customer Retention & Win-Back Strategies





Hi [Fname], it's [your name], how are you?

I'm good thanks, how are you?

I'm very well, thank you. I'm actually giving you a call today because I noticed you recently switched your energy service(s) to another service provider, and I think I could save you money with our new partner. Are you happy for me to generate an obligation-free quote for you? You'd be doing me a huge favour.

I'm not sure...

I have my own service with Sumo and I am confident you will be happy with their service. If you're happy for me to generate a quote for you, we can find out exactly how much you could be saving.

Yes okay

Excellent! Thanks, I really appreciate you supporting my business. By the way, Sumo has no lock-in contracts or exit fees, so you've really got nothing to lose. Thanks very much for your time. I will be in touch once I have your quote.

