



Independent Advisory Practice of
Wolfe Integration Systems, LLC

INDEPENDENT TECHNOLOGY • DATA • AI ADVISORY FOR HOME FURNISHINGS RETAILERS

Customer Reactivation Opportunity Worksheet

Identify and quantify the repeat-purchase, replacement, room-completion, and quote-not-sold opportunities already sitting in your customer data.

THE WRA™ EXECUTIVE TOOLKIT — VOLUME 1: RETAIL GROWTH DIAGNOSTICS | ASSESSMENT 3 OF 3
WRA-101 Technology Ecosystem Scorecard | WRA-102 AI Sales Readiness Checklist | WRA-103 CUSTOMER REACTIVATION WORKSHEET

EXECUTIVE INSIGHT

Most retailers already have the customers they need to grow — they simply haven't reactivated them. This worksheet helps you quantify the repeat-purchase, replacement, and quote-not-sold revenue already sitting in your customer file.

Estimated completion time: 10 minutes

THE WOLFE RETAIL GROWTH FRAMEWORK™

MEASURE → ANALYZE → PRIORITIZE → IMPLEMENT → OPTIMIZE

RECOMMENDED PARTICIPANTS

- | | | | |
|--------------------------------------|--|---|--|
| <input type="checkbox"/> Owner | <input type="checkbox"/> President | <input type="checkbox"/> Marketing Director | <input type="checkbox"/> Sales Manager |
| <input type="checkbox"/> CRM Manager | <input type="checkbox"/> Store Manager | <input type="checkbox"/> Operations | <input type="checkbox"/> IT |

COMPANY / STORE

COMPLETED BY

DATE

1. CUSTOMER FILE SIZE

How many customers purchased in the last 10 years?

How many have permissioned email or phone contact information?

2. POTENTIAL REVENUE CALCULATOR

Estimate the revenue opportunity sitting in your reactivation-eligible customer file. Formula: Average Sale × Reactivation-Eligible Customers × Response Rate = Potential Revenue.

AVERAGE SALE (\$)

REACTIVATION-ELIGIBLE CUSTOMERS

Response Rate	Customers Reached	Potential Revenue
2%		\$
5%		\$
10%		\$

ESTIMATED ANNUAL REVENUE OPPORTUNITY

\$

If this opportunity represents more than \$250,000 annually, consider scheduling an Executive Strategy Review.

INDUSTRY BENCHMARK

Reactivation campaigns in home furnishings typically see response rates between 2–5%, with higher-touch, personalized outreach performing at the top of that range.

POTENTIAL QUICK WIN

What campaign could you launch in the next 30 days?

3. CATEGORY OPPORTUNITIES

Which customers purchased an anchor item but not likely room-completion categories? Examples:

- Sofa without rug, tables, lighting, recliner, accent seating
- Mattress without pillows, protector, adjustable base
- Dining table without server, stools, lighting, rug

OPPORTUNITY NOTES

4. REPLACEMENT WINDOWS

Which categories may have meaningful replacement cycles? Examples:

- Mattress
- Heavily used upholstery
- Outdoor furniture
- Home office
- Kids or guest room furniture

OPPORTUNITY NOTES

5. QUOTE-NOT-SOLD

How many open or lost quotes are older than 7 days?

How many received documented follow-up?

6. HIGH-VALUE RELATIONSHIPS

Which customers have:

- Multiple purchases
- Higher average order value
- Positive service history
- Financing history
- Referrals or reviews
- Recent email/website engagement

7. TEST CAMPAIGN

Pick one segment:

Define the message:

Define the next step:

Define success:

Reminder

The goal is not more email. The goal is better timing, better relevance, and better sales execution.

WRA Executive Score

ASSESSMENT SCORE

Your Organization Currently Fits Here

Emerging Developing Mature Industry Leader

What Happens Next?

Once you've completed this Customer Reactivation Opportunity Worksheet, here's what to expect:

1. Email your completed assessment.
2. We'll review it before your call.
3. Receive a customized executive scorecard.
4. Meet for a 30-minute strategy session.
5. Receive a practical 90-day action plan.

No software sales. No vendor commissions. Just practical advice.

Email your results: sales@wolfeintegrationsystems.com

Book your free call: wolfeintegrationsystems.com/#strategy-call



**Schedule Your Executive
Strategy Review**
Scan Here

Meet Your Advisor

Dr. Todd Wolfe

Founder & Principal Advisor

Helping Home Furnishings Retailers Turn Technology Into Revenue

Independent advice. Practical roadmaps. Measurable business outcomes.

Dr. Wolfe brings 25+ years leading enterprise technology, AI, data, and software engineering, including 15+ years advising home furnishings retailers on turning technology into revenue. He is an independent advisor with no software commissions and no vendor bias.

Learn more: wolfeintegrationsystems.com