

Why People Quit

Step 1: What You Should Never Do

Scott: Over these next few lessons, I'm going to share with you the 10 steps to rescuing the quitter. Now, I want you to follow along with me so make sure you have your action sheet taken out, and there's going to be some fill in the blanks there. I'm going to help you create a checklist and a script that you're going to be able to use every time somebody cancels or requests to cancel their membership. I'm also going to provide for you a done for you cancellation checklist and script builder that is in your membership here. We'll get to that in a moment, but if you haven't already discovered, the very first step that I want you to take is never process a cancellation without a conversation. Never process a cancellation without a conversation. I'll go back to that story where I was telling you about a private client, who I was consulting with about the structure of their membership business, and over lunch I asked the question. How do you process a cancellation?

Well, like I mentioned, they said we just go into their profile, and we cancel their membership. I went on and I said you mean tell me you don't even talk to them? You don't even reply to their email and ask them any questions? You don't set up an appointment? You don't try to get ahold of them? You just take their email for what it is, their request, and process the cancellation immediately? How dare you. How dare you just process their cancellation without a conversation. They made a decision to join your membership. You owe it to them to have a conversation. Now, I'm not talking about a confrontational conversation. I'm talking about having a conversation with them where you try to find out what is going on. What brought about the decision? Why are they desiring to cancel? Maybe there's something that you can fix. Maybe there's something that you can handle for them, and give them as an extra bonus even.

I'm going to help you with each of these steps, but first I want you to be committed that you're never going to process a cancellation without a conversation. Now, for those of you who have membership

sites, let me just go ahead and share this with you. Do not, do not put a button on your membership site that says "Just Click Here to Cancel Your Membership". Don't do it. You might say to me, "Well, Scott, we've got hundreds, we've got thousands of members in our membership network." Well, guess what? I had that, too. We never had a button in our membership website. As a matter of fact, what I would rather you do is have an email link. Now, you might say well, there's no difference between a button and an email link. Yes there is. When I click on an email link, I know that I'm speaking to somebody directly. If I click on a button, I don't know who that's going to. Just to say, I don't even know that I'm going to be processed the way I wanted it to be processed. I don't know when they're going to cancel my membership.

If I click on an email link and I put in a request to cancel, it's personal. I can follow up with it. I can know that okay, now it's going to this specific person, so I can shoot them an email and that gets the conversation started. That initiates the opportunity to make this a personal process. That's what I told you in the beginning that this was going to be a personal system for you. This is a personal process that you're going to have ... Excuse me ... that you're going to have. The cancellation process is shoot me an email or give us a call. Man, that's even better. If you can get them to call you instead of you having to track them down and call them, I would much rather have that. Have them call you to process the cancellation. Make it simple. Just say "Hey, call John at this number," or, "Shoot John an email if you desire to cancel your membership, or if you have questions about your membership."

That's what I desire for you to do on your membership website. Don't put a button, and at the same time, when you put an email or you have a phone number, make sure that person, that staff member, is following up with those cancellation requests. Don't let them build up. Don't let them get pushed aside. Immediately follow up with those cancellation requests as you see fit, and as I'm going to show you how to do. Process that cancellation. The way to request



a cancellation is by shooting me an email, or give us a call at that particular number. One last thing about phone calls, by the way. Don't tell people to call you but then on your voicemail say well, we only answer phone calls between this two hour window. Answer the phone, or have it go to a voicemail and follow up on those voicemails. Don't make it difficult for people to get ahold of you if the cancellation process is by phone. I want you to have the cancellation process be shoot us an email or give us a call.