



Why People Quit

Step 2: Every Member _____

Scott: You're next step is to recognize that every member matters. Every member matters. Before you have any sort of conversation with that member, who's wanting to request to cancel, I want you to think and ask yourself, "Why does this member matter?" Why does this member matter? Look up their profile and just ask yourself this question: why does this member matter, to me?

The reason that's important is because you if you can't verbalize why this member matters to you, how can you verbalize or convince them to stay in your membership program? If you can't verbalize to them why they matter, and how your membership program is going to help them, and know that up front, how are you going to ever convince them on a conversation to stay with your membership? I want you to know that up front. I want you to pull up their profile. I want you to have a picture of this member, and how long they've been with you.

And I'm gonna give you how to build that in a moment, in the next step. I don't want to get ahead of myself. But I want you to have this picture in your mind that this person matters. That there's a reason for them being in your membership program. Now, some of you, your membership programs, I recognize all of us. We all have different membership programs. But all of us provide value to our members in specific ways. And I want you, to that member's requesting to cancel ... I want you to be able to verbalize it to yourself and to them when the conversation makes the opportunity available.

I want you to be able to say, "This is why you matter. This is why this membership matters to you. And this is why you matter for this membership." Now, I want you to know that. And I want you to know how can my membership help them? I want you to take it a step further and be able to say, "My membership is going to be able to



help them do ... blank." Now, you might say, Scott, well we've got so many members, we really don't know all of our members. That's fine. I want you to have a mental picture. It may not be accurate, and it may not be 100% true, but based upon what you know of that particular member, and of members in general, I want you to be able to verbalize and know why this member matters, why they matter to you, and how your membership will benefit them.