

Why People Quit

Step 4: Never Have a _____ Without an _____

We're now on step four. We're still not in the conversation yet. We're still, as part of our pre-call plan in setting up our conversation, making sure that we have done everything possible to research this member and to keep them, and do everything we can to keep them from quitting. That leads us to step number four, and that is never have a conversation without an offer.

I want you to make them an offer? When you get on the conversation with them, and you get on the phone with them, and you start talking about their reason for canceling, I want you to rebuttal it not in an argumentative way, but I want you to offer them something. Again, if you really believe in your membership, if you really believe that your membership provides some sort of value to them, to their life, to their business, to their personal life, then make them an offer. Give them some incentive to stay.

Now, for those of you who are counting numbers, and you might start thinking, "Well, we can't do that. We'll lose money on them." Well, I want you to think about this. You spent money on marketing to get them in your membership. You're going to lose money if you don't keep them in your membership, so I'd rather you take some investment and reinvest it back into your member, so that they'll stay.

Again, naysayers, they say, "Well, what if they abuse us? What if they do it over and over? They just cancel and come back and cancel and come back?" Well, guess what's going to happen. As part of your pre-call plan, you're going to know. You're going to see if they've been in a membership before. You're going to see what resources they've picked up. You're going to see that all in the profile as part of the pre-call plan.

So what do you do to craft this offer? What sort of offer do you make? Before you do that, you might be wondering, "Scott, well what do we say? How do we say that?" Well, let me just answer that question real quickly, because I'm going to craft all of this for you again in that script builder and checklist that I'm going to give you ... Excuse me ... at the right time. I'm not going to do it right now, but the way that you present the offer is "Hey, I've got a question for you. Would you be interested in keeping your membership if I were able to do blank?" Immediately, this isn't a sales call. Now, what you're doing is you're having a conversation. You're just asking them if they would be willing to consider, if they'd be willing to keep their membership if you were able to do blank.

Well, what do you do for that blank? What are all of the possible offers that you can make? I want you to have three offers. I want you to have a good offer, a better offer, and then the best possible offer that you can make, that's like the hail Mary. That's like, "I'm going to go all in to make this final offer to you." Now hear me out. Again, this isn't going to be a sales pitch. This isn't going to be a sales process. It's going to be very conversational. As part of your pre-call plan, I want you to have a good offer, a better offer, or a best offer.

Now, a good, better, best is dependent on a couple of things. One, it's dependent upon your member. Obviously you don't want to offer them something that they already have. That's why I had you look up the resources that they've already picked up, so don't offer them something they already have. Again, don't offer them something that's free that they could get at anytime, as well. So, a good offer could be, "Hey, what if I was to cut your membership to half price for a couple of months?" That would be a good offer. They still have some sort of skin in the game, they're still making an investment. Maybe it just wasn't as high investment as it was previously with their full membership.

Then, a better offer. "Well, okay. What if I was to give you a free month of membership?" Now really, between me and you, a free month really is the same as two months at half price. They just don't realize it, because of the word free, so then you can say, "Well, hey,

what if I just go in and give you a free month of membership?" And then see how they respond.

Then the last one would be, "Well, you know, I really want to do everything I can to keep you and allow you to continue to have access to your membership, so what if I was to give you two free months of your membership?" Immediately right there, what you're doing is saying "I want to help you in the best way possible. I'm want to do everything I can to keep you in this membership." So then you make that best offer.

Now sometimes they'll stop just at good offer. You'll never even have to go on to the better or best offer. You won't have to make it to them. They'll just say, "Okay. If that's what you can do, I'll be glad to do that." Then the better offer, and then the best offer, and the best offer really is the last chance effort.

So you might be saying "Scott, well how does all of this work? Like what do you say in that process?" Let me lay this out for you. This is how I suggest, and again, it's going to be in the script builder that I give you. It's going to be, "Hey, I've got a question for you. Would you be interested in keeping your membership if I was able to make it at two months at half price?"

Notice what I did there. I just paused. I just pause. I'm asking a question. I'm going to just let them respond. So then they respond, and let's just say they say, "Well, Scott, I really can't do that." Well, just ask again. "If I were able to give you a free month, would that help you out?" Again, I'm putting it in such a way that I want to help them.

Then ... Excuse me again ... let's say they say, "Well, no. I really can't do a free month. I think I need to cancel." Then you say, "Hey, you know, I hope you can see that I really just want to do everything I can to help you. What if I was to give you two free months of membership? Would that help you out?" At that point, I've given them a last ditch effort to either say yes or no, and I'm really trying to convey it in such a way that I want to help you out.

Now, that's how you would craft it in the script, but we're not done yet. As part of your offer, I want you to have what I call is a pain of disconnect. A pain of disconnect. That has to be part of your offer. Now, you might not be familiar with that term if you're new to me, and new to my coaching, or new to my resources, but it's one that I often talk about in the sense of there needs to be something that you identify for your member whenever they cancel their membership. They're going to lose access to it. It's going to be taken away from them, and not is it just going to be taken away from them, they're actually going to experience some sort of discomfort, some sort of pain. I don't mean like bodily harm to them, but there's going to be some sort of pain of disconnect that they're going to experience when you cancel their membership, so I want them to know that as part of the offer. Now by the way, just to say, if your members don't know what that pain of disconnect is, then I would encourage you that you may need to go back and look at what benefits you have as part of your membership if you're not even sure what that pain point would be for your membership program. So I want you to have a pain of disconnect.

Let me give you some ideas on what the pain of disconnect would be. It could be some sort of utility. Maybe some sort of tools that you give them. Maybe it's some sort of technology that they have access to, like the membership site that I mentioned earlier. Maybe it's some sort of licensed content. Maybe it's some sort of services or bundle of services that you provide to them. Maybe it's some sort of reach to their customers, that you're going to remove customers from them, if this is a business to business, you're going to remove access to their own customers, and that would be a pain of disconnect.

Another pain of disconnect would be some sort of community that you provide for them, some sort of fraternal community, or a community in competition, or recognition, or it could be a pride of business, or benefits of attachment that they have. Could be some sort of bragging rights, or certification, or celebrity, or credibility. Some sort of affinity that they have by being a member in your membership program.

There could also be some sort of emotional pain of disconnect that you're no longer going to be able to provide for them on this sort of level. There could be a physical pain of disconnect in the sense that they're not going to be able to come and participate in your local gym membership, or be able to have access to your country club, or the golf membership that you provide. It could be psychological bonds with other people that they're going to lose access to that there's going to be some sort of friendships that they'll no longer be able to enjoy, because, well, they're missing out on this pain of disconnect. It could be a place where they're accepted, a place where they're appreciated, a place where they're respected, or praised, or encouraged. All of those are a pain of disconnect.

So now that you have an understanding of what that pain of disconnect would be, and hopefully you're able to see what that pain of disconnect is in your own business, in your own membership, I want you to know you're going to tie that in to this offer.

So going back to the script, going back to the script, you would say, "Hey, if I process your cancellation, you're going to lose access to this, this, and this." And you might just pull two to three pieces of the ... or two to three pains of disconnect that they're going to experience by canceling their membership. So I want you to have that as part of the checklist, and as a part of your script builder.

When we put it all together, it looks like this:

"I've got a question for you. Would you be interested in keeping your membership if I was to provide you with a half price membership for two months?" Let them respond. "Well, I understand, but let me ask you this. Just to ask, if I were able to give you a free month, would that help you out? I hope you can see that I'm really just doing everything possible to try to help you as a member. What about if I was to give you two free months of membership? Well, I understand you want to cancel your membership, so I'll go ahead and process that, but before I do, I just want to let you know you're going to lose access to blank, blank, and blank." Insert the pain of disconnect.

You see what I just did there? I just built the conversation. "I'm making every effort to help you, and then I also want you to know that if you don't accept my effort to help you, you're going to experience some sort of disconnect, some sort of pain of disconnect." Let me give you an example of how this worked, by the way.

One of the members that I have, and I say have because he's still a member, called me up and he said, "Hey, Scott, I need to cancel my membership." And immediately I knew who this member was, because of my interaction with him, but I did the following. I pulled out the checklist, and I went through my own checklist, and I pulled it out, and I immediately saw his history with me, and I knew how much he had spent, and I knew where he was location wise, and I even still to this day, he's in Phoenix, Arizona. I know where he is. So, immediately I began to work my own process. I told him, I said, "Well, hey. Man, I hate to hear that you're wanting to cancel. Is everything okay?" And he said, "Yes" and he told me his reasons for canceling. Then I said, "Well, what if I was to do this. Would you be interested in keeping your membership?" He said, "Scott, you know what? I really appreciate that, and I anticipated this in our conversation just because of having known you, but I really, I don't think that's going to be best for me right now."

Then I made another offer, and I made it the better offer, and then I got to the best offer, and he still said no. I mean, like I'm doing everything possible to help him, and he still said no. So then I told him, I said, "Well, hang on a second. I just want to make sure you understand. I'll go ahead and process your cancellation, but in doing so, you're going to lose access to this, this, and this." You know what he said to me? He said, "Oh, well wait. Don't do that. Don't do that. I didn't know that if I canceled my membership I'm going to lose access to that." And I kept him. I rescued the quitter. He didn't accept any of my offers. They were the best possible offers I could make him. He didn't accept it. It wasn't until the pain of disconnect where I said, "You're going to lose access to this, this, and this" that he then said, "Well, Scott, wait a second. Don't do that. I misunderstood." He literally said, "I misunderstood." That to me let me know that even



after I did everything possible in my membership to communicate the benefits to him, he still did not fully understand the benefits of his membership.

You're going to discover that, as well, that your members are canceling and they don't even understand the full benefit of what they're receiving, and when you make known the pain of disconnect, those benefits that they're going to lose access to, they're going to want to stay, and you will see your cancellation requests decrease and your retention rate increase.

So, we're going to continue to put this all together, but first, I want you to know. We're still just in our pre-call prep and planning out what is the offer that I'm going to make them. What is my good offer? What is my better offer? What is my best offer? Then what is the pain of disconnect that if they turn down my offers that they're still going to experience in the pain of disconnect, and I need to make that known to them as part of the offer.