



Why People Quit

Step 5: Never Have an _____ Without a _____

Welcome to step five. Keep in mind we're still in the pre-call plan phase. We're still planning out what we're going to say and how we're going to say it and what we're going to present to this person who's requesting to cancel or to quit their membership. I want you to think this through.

Last time on the previous set I told you to think about what offers you're going to make. This next step I set it aside as a step on it's own and that's because I want you to have a deadline. As a matter of fact, you don't have an offer. Never make an offer without a deadline. We might say, "Scott, why do I need a deadline? I'm on the phone call with them. Why would I need a deadline and give them some sort of deadline to commit to?" It's natural for your member as you're talking to them and presenting this offer, you're challenging their thinking. They're going to say, "You know what? I need some time to think about this. I need to reconsider my decision. I'm not sure that I want to do this anymore. I'm not sure that I want to cancel my membership anymore. Can I have some time to think about it?"

It's in that moment that I want you to be able to have a deadline. I want you to be able to say, "Yes, that's perfectly fine, but I need to know before," and insert the deadline." I want you to have a deadline before you actually get on the conversation with them. I don't want you to be caught off guard by them saying, "Well, can I think about it and take some time," and then you not know, okay, what do I do now? Do I give them some time? Do I not? Do I tell them no? I need to know right now or what do I do?

What you need to do is give them a deadline. A deadline creates urgency. It creates urgency. People don't do what they should. They do what is urgent. If you were to let that phone call go and say, "Yeah, sure, take some time and think about it," and not give a

deadline they'll never get around to thinking about it. They'll never get around to making a decision and then they'll get frustrated because then all of the sudden they're right back where they used to be in the sense of thinking they want to cancel their membership. You have to force them to think through and consider the membership and the offer that you've made.

You do that with a deadline and you create that sense of urgency for them as part of it. I'll tell you how to followup on the deadline later, but I want you to have this deadline before you get on the call with them. You might be thinking, "Well, okay, Scott, what are some suggested deadlines that I should give? Is there some sort of ... You gave me some sample offers, but what about suggested deadlines?" I like to have a deadline that is no more than two weeks, no more than two weeks. If it goes beyond two weeks it really then begins to fall and there's really not this sense of urgency that there should be. I want you to have at most a two week deadline.

I actually like to be able to say, "Hey, yeah, sure, I just need to know by Friday." This is really good if it's in the beginning of the week, maybe Monday or Tuesday, or even Wednesday, to where you can just say, "Hey, yeah, you know what? I want to make sure I take care of this for you. I'd like to do so before the end of the week. Can you let me know before Friday?" Or if it's in the middle of the week, later in the week, say, "Yeah, sure, why don't you take a week to think about it and why don't I just contact you this same time next week," and go ahead and get the commitment up front to followup with them at the same time next week.

Those are some sample deadlines but let me encourage you as you decide what deadline that you want to implement only do not go beyond two weeks. It's just not going to create the urgency that it should have. Create that two week deadline or less, create a sense of urgency, and never have an offer without a deadline.