



## Why People Quit

### Step 6: Get to the \_\_\_\_\_ of the Matter

Scott: Finally. Finally, you get to have the conversation. This is where you get to see your pre-call plan, and all your pre-call prep come together. You're not going to be caught off-guard in the midst of this conversation. You're going to have a great offer. You're going to be able to do everything you can to keep them from canceling. But, you've got to have the conversation. So really, what is step 6? As you have this conversation, step 6 is, I want you to get to the heart of the matter. I want you to get to the heart of the matter. Now, in doing so, the very first thing I want you to do as you go to pick up that phone and have that conversation, I want you to smile. I want you to smile before you actually dial the phone number. You might think this is like a comedic or just not an important detail here, but it really is.

When you smile as you talk to them, you know that you're projecting this energy and this excitement. You're talking to a member. You're talking to a member who most likely is in some sort of trouble or transition, or is under tension. So I want you to have this positive mindset, this positive attitude in having this conversation. I don't want it to be, "Oh gosh. I've got to process another cancellation. I can't believe they want to quit. Let me call them and see what I can do to get them to stay." I don't want it to be that. I want you to smile. I want you to have this energy and excitement in talking to them. It's going to disarm them and put them at ease.

Now, remember, they have no idea that you're going to call them. They're not expecting your phone call, as a matter of fact. So I want you to look at this as an opportunity for customer service, and to smile. So as you smile, you dial the phone number, you wait for them to respond, and then you say, "Hey, John, this is Scott. I'm calling from-" and insert your membership business name, "I'm calling from

... and I received a note saying that you had a question about canceling your membership. I found that when people request a cancel, it's usually because of some difficulty that they're experiencing. So I just wanted to call you and check up and see how things are going." And then you pause. You let them talk. And as they're talking, I want you to make some notes. I want you to think through and ask yourself, what is it that they are really saying?

Now, you know that the reason that they gave you on paper, that's what they told you, but now that you're having this conversation, I want you to begin listening for what is it that they're really saying. What really is at the heart of the matter that has brought them to this cancellation? People always, always join your membership because of their heart. They get motivated. They get excited. There's some sort of connection there that they believe in their heart that, "Hey, this is going to help me. I'm going to do better at-" whatever they want to do better at, as a result of your membership. They're going to have a better relationship. They're going to have better finances. They're going to have a better business because of your membership, so they join out of their heart. They really don't fully understand the benefits, they really don't fully understand all that you're going to deliver to them, but they join out of this heart decision.

But people almost always quit your membership because of their head. They begin to think, "Is this really adding up? Is this really making a difference? Am I really utilizing this membership? Do I really have the finances to continue?" And so they give you a head decision. It's a decision that is made with their head, not with their heart. So I want you to listen for what are they really saying with their head, and what are they really saying with their heart? Most often, it would be something like this in the way of finances. "You know, I've just come to the point where I don't think I have the finances to continue this membership. I would really like to-" That's a heart. "... I don't think I have the finances-" That's a head. "... but I

would really like to, I just don't think I can do it." So they're talking with both their head and their heart to you.

That's where you can begin to draw it out. You can begin to say, and give them an opportunity to further elaborate. Maybe it's some sort of financial difficulty that they've encountered that is temporary. Maybe they're going through something in their business. Maybe they're going through something in their home, and you can draw it out with these three words. Let me give you these words. The first one is "feel." The first word is "feel," the second word is "felt," the third word is "found." Feel, felt, found. Now, you may recognize these three words, it's actually a great selling technique that I believe Tom Hopkins actually articulated. Feel, felt, found. So what I want you to do is I want you to be able to say, "Hey, John, you know, I understand how you feel. You know, there is a financial investment in this membership. Others have felt that finances have been a barrier for them as well, but what they have found is by keeping their membership, we were able to actually help them overcome their financial barrier."

See what I did there? I said, "Your feelings are valid. As a matter of fact, they are so valid, that others have felt the same way. And what we've been able to do, and what they have found, is by allowing us to help them they have been able to overcome that financial barrier." So immediately, you're putting your member at ease by saying, "You know, I understand how you feel. As a matter of fact, others have felt the same way, but they have found that our membership was able to help." And you can utilize that with whatever excuse, whatever reason a member gives you for quitting the membership. You're able to say, "I understand how you feel." And you restate the feelings. "And as a matter of fact, I have talked with others who felt the same way. And we have been able to help them and they have found that by us helping them, they were able to overcome." So now immediately, you're recognizing their feelings, you're building them up, and you're giving an opportunity for your membership to further help them.

That's when you go in to make the offer. "If I was able to do this for you, would you be interested in keeping your membership?" And now, you've given them that initial offer. You're letting them know that, "Hey, I do want to help you." Then if they don't accept that, as we've talked about in the offers, then you make the better, and then ultimately, to the best offer. So now they're seeing, "Okay, they really do have my best interests at hand." As a matter of fact, I'd like for you to say that, and you'll see in your script builder that I've given you some key phrases and sentences. I want you to be able to say about your membership that, "You know, our membership is designed especially for circumstances like this. The last thing I want to do is to let you go as a member, so that you end up facing this on your own. I don't want you to face this on your own. I want to come alongside you, and I want to do everything possible to keep you from canceling your membership."

That is a very strong statement. "I want to do everything possible to keep you from canceling your membership." Another strong statement that I just gave you was, "Man, I want to help you. I want to help you. Our membership was designed specifically to help you in circumstances like this." Now, as you do that, I do want you to inflict that pain of disconnect if the opportunity comes up. If they don't accept the good offer, they don't accept the better offer, they don't accept the best offer, then that's when I want you to be able to say, "Really, by canceling your membership, you're going to be losing-" And insert those benefits that they would be losing out on. You might even say, "You know, by doing this, you're going to lose out on-" The pain of disconnect. Insert what that is. "And we won't be able to help you. We won't be able to help you overcome this very circumstance or barrier that you're facing."

And then ask them to stay. Ask. Ask them to stay. Don't just make this offer to them, ask them. Make the offer and ask, "Would you be willing to stay? Can I ask you to stay on with us just a little bit longer



so that we can help you?" Ask. That is an important key factor. I don't want you to make an offer and then not ask. Ask them to stay. And finally, finally, again, one of the most important things, keep smiling. The whole time, I want them to hear your smile. I want them to see it through the phone. I want them to genuinely know that you care for them, and that you're doing everything possible to help them. So, the way you do that is you keep smiling.