

Why People Quit

Step 7: Always _____

Scott: Now that you've had the conversation, what do you do next? Well, that's step seven, always, always follow up. I want you to follow up that conversation. You're not done yet. Even if they decided to stay in your membership, when you hang up that phone, you're not done yet. You follow up. You go back to their email that they sent you, or craft an email and I want you to follow up after the conversation.

That follow up, I recognize, would be under three categories. One would be if they stay. The second would be if they're considering your offer. Then the third would be if they're leaving, if they actually decided, "No, I made my decision. I want to cancel my membership."

I want you to go ahead and follow up on all three, depending upon what they may be. So let's talk first about if they stay. Yes, they stayed. Great. Great work. You did it. You were able to rescue the quitter. So follow up with them via email, and basically in that email, you're going to recap the conversation. You're just going to say, "Hey John, it was great talking with you. Man, I'm glad that you decided to stay with your membership."

Then restate the benefits. Tell them, "Just as a reminder, you're going to be able to do this," and tie those benefits into the reason they were canceling. So tie the benefits to the reasons they were canceling. "Just as a reminder, you're going to continue to receive this, and it'll be able to help you do that." "You're going to continue to receive this benefit over here, and it will help you."

Now you might not have to do every single benefit outlined like that. You might be able to just say, "As a reminder, you'll continue to be able to do or receive these things, and all of them will help you overcome," whatever that barrier that they were facing. So I want you to restate the benefits. I want you to congratulate them again.

"Again, I just want to congratulate you on deciding to keep your membership." Or, "I want to congratulate you on the decision that you made to stay with your membership. I'm going to do everything I can to help you out."

I would then encourage you to give them an unannounced bonus. Reward them for staying. Give them something. Give them something you didn't mention on the call. Give them something that they would be unexpected. So remind them, you just say, "Hey," excuse me, "as way of encouraging you and helping you further, I want to give you this bonus or this gift that I thought of after our phone call." So give them an unannounced bonus. Give them a gift for staying in your membership. That will encourage them, that will help them stay engaged.

Then finally let them know to contact you if they have any questions. "Hey, if you have any questions, don't hesitate to ever contact me. As a matter of fact, when you face a barrier, or if you face some sort of difficulty, give me a call. I am here to help you."

I want you to craft that email in such a way that you're able to help them further and be able to give them recognition and acknowledgement of how the conversation went, plus what you are also doing is you have a written record that they made the decision to keep their membership. I want you to have that written record, because believe it or not, sometimes I've actually had members, I've had the conversation with them, then they call me back two months later saying, "Hey, I thought I canceled this membership," and I was able to remind them of the conversation we had, plus I followed up via email to remind them and restate those benefits. So this email, even though they're staying, is going to function in such a way that it'll be able to help you further in the future if they have questions about their membership.

Now, if they're considering, this is where you got on the conversation with them, you led them through finding out what it really is that

brought them to this decision, you've made them an offer, and they're actually considering your offer. I want you to go in and then follow up that conversation, again via email. I want you to invite them back. "Hey John, it was great talking with you. Just to recap our conversation, I want to do everything I can to help you, and so you can receive this, this and this," insert the offer that they're considering, "and just as a reminder, I need to know," and insert the deadline.

Then, let them know that, "Hey, if you don't let me know, I'm just going to assume that you're going to continue your membership." "I'm going to assume that you're going to continue your membership, and if you decide to cancel, I understand, but you'll be losing access to all of these things."

Be sure and give them a call to action. "Be sure to let me know on or before the deadline." How are they to do it? Either reply back via email would be the call to action, or if there's a sales page that you have up where that offer's on the sales page, just say, "Hey, just be sure to respond online," or, "Hey, you can give me a call." Whatever that call to action needs to be. They're considering it. I want them to have a very clear plan of what they're considering, when they need to consider it by, and what they will get and lose as part of their consideration. I want them to have all the facts. So essentially you're recapping, recapturing, you're recapping the phone call in an email so that they'll further understand and know what they need to do as a next step.

Now, if they decided that they want to leave, they made the decision. The phone call, you did everything possible to keep them from quitting. They made the decision, and they're going to stick with it, and they're leaving your membership, what do you do? Again, you're going to follow up the conversation via email. Recapture that conversation in the email. Invite them back. Restate the benefits and the offer that you made them.

Let them know that that offer still stands, even though they said no to you on the phone, they may reconsider it over time, and so keep that in front of them. "Hey, I know that you said that you wanted to cancel your membership, so I just wanted to remind you that I processed your cancellation, but my offer still stands. You have the opportunity to continue your membership and receive," whatever that offer was that you made them.

I want you to invite them back. I want you to confirm their cancellation. I want you to restate the offer and the benefits, and then I want you to follow up on the deadline and inflict the pain of disconnect. "Hey, just as a reminder, since you're canceling your membership, you're going to lose access to," and then insert the pain of disconnect. Then again, give them a call to action. "Hey, if you decide you change your mind and you want to take me up on this, just reply to my email and I'll take care of it for you. But in the meantime, just know your membership has been canceled."

Make it very clear that the membership has been canceled. I don't want them to have to think that, "Okay, is it canceled or not?" Make it very clear that the membership has been canceled, but give them a call to action. "If you change your mind, give me a call." "If you change your mind, just reply to this email, and I'll take care of it for you."

In doing that, you've followed up with those who decided they're going to stay, they're considering it, and then they're leaving. But for those who are considering or are leaving, I want you to set some reminders in place. You gave them a deadline. You might say, "Hey, I just want to let you know, we're one week away from our conversation that we had over of the deadline that I mentioned, so I just wanted to follow up with you." The day of the deadline, I want you to say, "Hey, I just want to remind you that today is the last chance for you to take up this opportunity that I mentioned." Recap

it via email. Recap it via phone call with those reminders. So add in reminders via email. Add in a reminder via a phone call, and set that reminder either to be one week away, the day before, and the day of. I really shouldn't have said either, it should be all of those. So maybe one week away, the day before, and the day of.

You can test this, and add in additional reminders if needed, but if anything I want them to constantly hear from you, and for you to respond. Remember what I said. People respond to what is urgent. They don't do what they should, they do what is urgent. So I want you to create this sense of urgency. "Hey, I need to know by the end of day tomorrow so that I can get this taken care of for you."

Don't be afraid to call them. You had a great conversation with them. Call them again, and just say, "Hey, I figured I would just check in with you and see how you're doing. I know that last time we talked, you were considering, and so I just figured, hopefully now things have changed. You've been able to utilize your membership a little bit longer, so I just wanted to see what was going on and how I could further help you." Have that conversation with them, and do everything you can to keep them from canceling their membership.