



Why People Quit

Step 9: Always Leave an _____

Scott: Welcome to step nine. Step nine is I want you to always leave an open door. Always leave an open door for your membership. Always leave an open door.

Now, I don't mean that, you know, you can't close your membership every now and then. I know that's a very common marketing practice is to, hey, open your membership and do an all out push and then close it. I'm not talking about that necessarily. I'm talking about always leave an open door for your member to come back. Make them want to come back. When it's all said and done, recognize that they're going to get through their circumstances and then want to come back. And I want you to have that open door mindset that every member that we've ever had who has canceled is welcome back.

Now, I'll say that, you know, there's probably some members you will say when they quit, we're not going to take these step. We want them to go away. I understand that, but in general, I want you to have an open door mindset and policy for all of your members to come back.

Here's what I mean by this, never, never let the conversation go to an argument. I don't want you to get in an argument with your members who are canceling. I don't want you to belittle them. I don't want them to feel put off by you. I want them to have an open door to where they can come back. That they'll know that if they ever decide to join your membership again, they're invited back. So, never let the conversation go to an argument. Always disarm that. Let it go. If it starts to get heated for some reason, they feel like you're being too hard on them then take a step back and disarm them and just say, "You know what, I will process your cancellation. Just know that you're welcome back at any time".



Listen, you don't know fully the reasons people cancel. They may tell you lies. Yes, it happens. They may be embarrassed and not want to tell you the truth. So, in the middle of that, they may be under a certain pressure or certain circumstances to where they're now having to cover up a lie. And when that happens, people under pressure, they'll get argumentative. So, just let them go. Don't push them on it. Never let that conversation come to an argument.

Then next, don't get defensive. Listen, we all love our membership programs. You ought to love your membership program. You ought to think it's the best membership program in the world. So, don't get defensive over it. If they say that your membership isn't providing for them, that it's not meeting their expectations, don't tell them, "Well, look at all that we're doing for you" and press it upon them. Don't take it as personal. Them canceling your membership is not personal. It's not personal to you. So, over come that mental mindset that somehow or another a cancellation is some sort of personal attack on you and your membership. It's not. So, don't get defensive.