



Why People Quit

Tool #2: The Why People Quit Script Builder

Scott: The second most valuable tool that you're gonna find in this resource, in my opinion, is this Script Builder. The Script Builder, the why people quit, Script Builder. If you haven't already done so, go ahead and print that out and I want you to have that in front of you as we walk through it. Now, as you can tell, throughout this training that I'll be giving you, I've given you also key phrases and sentences and words to say as part of your conversation that you have when somebody's canceling their membership. Instead of you having to go back and write down everything that I've said, what I've done is I've captured it on this Script Builder, so that you can have it in front of you, so that your employees can have it in front of them as they process cancellations. As they prepare for their pre-call plan, they can go back through and look at all of these sentences and phrases and key words to use in their conversation.

You'll see them there, I'm not gonna go through each of them, but you'll see the key phrases and sentences. You'll see also what I tell you, you should never say. For example, never say the word, quit. I know that I've been saying it in this resource, but that's between me and you. Nobody likes to be called a quitter, so don't tell your members that they're quitting their membership. Tell them, "Hey, I heard that you had a question about canceling your membership." I almost used another one there about wanting to cancel your membership. It's not wanting to cancel, you had a question about your membership. Utilize these key phrases and sentences and also make sure that you never say some of these words. Never say, offer. People don't like to be made offers. They don't like to be sold. They like to have an opportunity. An opportunity is greater so when I say good, better, best offers, really it is opportunity. What is the opportunity that you are giving them?



Give them these key words and keep these key words in front of you and be sure to never say some of these others. By the way, never say deadline. People don't like deadlines. They don't like to be told that there's a deadline that they have to meet. Instead, utilize I need to know by and then insert the date. I need to know by, so don't tell people they have a deadline. They don't like deadlines. Be sure to have this Script Builder in front of you.

Now, also what I've done, is I ... In the steps, as part of the followup, I've told you that I want you to followup via email. Well, I don't want you to do that alone. I actually have a sample email here that will help you followup and recap that conversation via email with each of those members that are being canceled and so that you aren't doing this alone.

Here's what I've also designed with this Script Builder. I want every person who processes a cancellation, after it, make this Script Builder better. Make this Script Builder a tool that in your business, is constantly getting better. That for the first time, we heard this excuse on canceling a membership and so write that down. Put it as part of the Script Builder. What did you say? What do you think you shouldn't have said but you said anyways? That wasn't something you wanted to say but you said it and you [inaudible 00:03:26] after the conversations saying, "Ah, I shouldn't have done that. Oh my goodness!" Write that down in the Script Builder. Make this a tool that you're constantly sharpening and constantly making better in your membership business. That way every employee has it in front of them. They have the checklist and the Script Builder, and they're able to know and pull certain things out so when they hear something in the conversation, they know how to respond as part of it with this Script Builder and you're making it better as you learn how to process cancellations and keep people from quitting.