



Why People Quit

Tool #3: _____ and

_____ **Your Members**

Scott: The next tool that you have is the tool to upgrade your members. Upgrade your members. Now, you might find this shocking, but when somebody calls to cancel, you do have the opportunity to upgrade them.

Here's what happens. People will call in and say, "I need to cancel my membership," and you go through the pre-call plan and the pre-call prep, and you come to find out that, they're really not wanting to cancel their membership. They're wanting something more from your membership that you're not providing to them. And you've got an opportunity by upgrading them, to get greater resources and greater benefits in your membership.

Here's how it looks. And this is a real life example that I used personally, and keeping people from canceling back in my previous business. So, I would get a phone call and the guy would say, "Hey, you know, I need to cancel my membership." I went through all the steps, I've taught you about and I've equipped you with. And he began to tell me that, "You know, I just, I just, I'm at the point where I think I've got all that I can get from this membership. I'm doing this. I'm doing this. I just need to cancel, because now I'm ready to move on to the next step."

I said, "Well, that's great. Guess what? You may not have heard about this, and I apologize for that, but we have that next step. If you upgrade your membership, you're gonna get everything that you just described to me. You're gonna be able to do this. You're gonna be able to do that." And I'm telling him the benefits of all that he just

told me that he's looking for, and it was because we had already created a level of membership that he could upgrade to.

I'll never forget that conversation and others that I've had like it. They end up thanking you. They thank you. The guy that I have in mind, he actually said to me, he said, "Man. I thought I was gonna have to go find something by myself and cancel this membership, but I didn't know that you had this available for me. Thanks. Thanks for helping me out."

Man, there is nothing greater. Nothing greater than being able to be told by a member that they're grateful for you upgrading them in your membership program. You might say, "Scott, well we don't have levels to upgrade people to." Well, I wanna challenge you, as part of that ascension system that I mentioned earlier, that you need to develop different levels in your membership program, so that you can keep people and upgrade their membership.

At the same time, I want you to be able to downgrade their membership. Downgrade their membership. Say, as part of your offer, that there's an opportunity for you to downgrade your membership and be able to keep all of these benefits here." That can be one of your good, better, best offers. Is that, "Hey, before you go, I want you to know you'll lose access to this, but if you downgrade your membership, you'll be able to keep these benefits here. You'll just lose out on these benefits over here, because you won't be in the level of membership anymore. Would you like to downgrade your membership?"

Again, they thank you. They may not have known or realized that that was possible. So, I want you to be able to upgrade people, but I also want you to be able to downgrade people and keep them in your membership program. But you've got to have different levels in your membership to make this happen.

So if you want that, and you'd like for me to go to work with you on that, be sure to pick up the Seven Systems Of A Growing Membership



Business, and we'll go to work on that and create that for you. So, I want you to upgrade your members who are seeking to cancel, and I want you to downgrade them, so that they stay in your membership and don't quit.