

Why People Quit

Tool #4: The _____

Scott: Tool number four, it's the membership lifecycle. The membership lifecycle. Now, you might think that when a person cancels their membership and they quit, that that's the end of the lifecycle that, all of a sudden, they're done. They're no longer a member. That's not true. What I have found is that people go through phases. There are times when they want to be a member, they canceled their membership and then guess what? They come back and they want to be a member again. People will quit and if you do it well, they'll come back to you. People will quit, and if you do it well, they'll come back to you.

When you process that cancellation well, when you end that membership well, you leave an open door for them to come back and when they want to come back, when the circumstances are right, when whatever events are going on in their business or in their life that leads them back to membership, they'll decide to come back to you. I want you to recognize that this membership cancellation really is part of their membership lifecycle. Expect it to happen. Expect it to be part of that lifecycle. Think about all the transitions that you have made. Think about all the growth that you have gone through. There are times when you needed certain tools and so you went out and got those tools. Maybe you even became a member of a certain membership program and then you canceled and then, after a period of time you decided, "You know what? I need to go back. I need to go back to that membership and I need to become a member once again."

I want you to expect it as part of their membership lifecycle and also, I want you to have the mentality that we will get them back. We will get them back. That really should be the very last thing you should say as part of processing that cancellation is, we're going to get them back. It's just a matter of time before they come back to us. It's just a



matter of time that they go through this lifecycle that they're in that they're going to come back and it will be part of their membership lifecycle. Do everything you can to keep them from canceling. When they cancel, recognize it's part of their membership lifecycle and we will get them back.