



Why People Quit Script Builder

The goal of this “Script Builder” is to give you a guide on key sentences, phrases and words to use in your conversation. Be sure to look this over before every call so that you’ll have them. This is a companion to the “Cancellation Prevention Checklist & Conversation Builder.”

The goal is for you to constantly improve this Script Builder for your business. As you have conversations, you’ll be able to add and customize other key sentences to help you keep people from canceling.

INTRODUCTION

Always Smile!

Hey [member name], this is [your name], and I’m calling from [insert your business name] and I received a note saying you had a question about cancelling.

Always use the “Cancellation Prevention Checklist & Conversation Builder”



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CANCELLATION CONVERSATION

Always Smile!

I've found that when people request to cancel it's usually because of some difficulty they're experiencing.

I see that you've been a member for [insert length of time] and have [insert the products, resources, events]

[PAUSE AND LET THEM RESPOND]

Just to ask, is everything okay?

I see that you've been a member for [insert length of time] and have [insert the products, resources, events]

[PAUSE AND LET THEM RESPOND]

I've found that when people request to cancel it's usually because of some difficulty they're experiencing.

FEEL / FELT / FOUND

I understand how [insert excuse] could cause you to feel this way. As a matter of fact, others have felt the same way. I've heard from others how [insert excuse] and what they have found is that by keeping their membership we've been able to help them overcome [insert excuse.]



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OFFER

Keep smiling!

I've got a question for you. Would you be interested in keeping your membership if {insert GOOD offer}?

Just to ask, what if I were able to do {insert BETTER offer}?

I hope you can see, I just really want to help. What about {insert BEST offer}? Would you be interested in staying?

If I was able to make this happen, would you be willing to stay?

I don't want [insert excuse] to be a barrier. As a matter of fact, our membership is designed to help you overcome that barrier.

Our membership was designed especially for circumstances just like this.

Would you like to keep your membership?

Many of our members don't know this but we have a next level that you can upgrade your membership and it will [insert the benefits of the next level up.]

Just to ask, if I were able to downgrade your membership, would you be interested in staying on? You would still have access to [insert what they can get] but you would lose access to [insert what they would lose].

DEADLINE

Keep smiling!

I need to know by [insert day and date].



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PAIN OF DISCONNECT

Keep smiling!

If I process your cancellation, you're going to lose access to: [insert what they're losing].

I really don't want you to lose access to [insert what they're losing.]

I've found that some people when they cancel don't know that they'll no longer be able to [insert what they're losing.]

CLOSING THE CALL

Keep smiling!

Okay, I'll process your cancellation. Just know that you're welcome back at anytime.

Thanks for allowing us to serve you and being a member!

[Don't be afraid to put them on hold.]

NEVER SAY

Quit
Offer
Deadline
Put down your competitors
Belittle the excuse that a person gives for canceling.
Dues or Cost

ALWAYS SAY

Cancel
Opportunity
I need to know by
I've heard some great things about them.
I understand.
Investment



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SAMPLE FOLLOW-UP EMAIL FOR CANCELLATION

Subject: Your cancellation has been processed

Hey [first name],

Great talking with you!

I just wanted to confirm and let you know that your cancellation has been processed. You will no longer be billed.

As I mentioned, you can come back at any time.

If you change your mind, you can take me up on the opportunity to [insert the last offer made.]

This will give you access to [insert benefits.]

All you need to do is [insert call to action.]

In the meantime, your membership has been canceled and you will no longer be able to access [insert pain of disconnect].

Just know you're welcome back at any time.

[your name]

P.S. Be sure to check out [give them something to engage as a non-member.]

[YOUR NAME]

[TITLE]

[PHONE NUMBER]



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SAMPLE FOLLOW-UP EMAIL FOR “CONSIDERATION”

Subject: Recap our conversation

Hey [first name],

Great talking with you!

I just wanted to recap our conversation and once again let you know how much we look forward to keeping you as a member.

As I mentioned, you have the opportunity to [insert the last offer made.]

This will give you access to [insert benefits.]

All you need to do is [insert call to action.]

Just let me know by [insert deadline.]

In the meantime, you’ll continue to have access to [insert their benefits.]

I look forward to hearing from you.

[your name]

P.S. By the way, I’m not sure if you’ve seen or not [insert a member benefit to get them to engage their membership.]

[YOUR NAME]

[TITLE]

[PHONE NUMBER]



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FAILED BILLING SCRIPT

NOTE: Handle this as a potential cancellation. So complete the “Cancellation Prevention Checklist & Conversation Builder” and have your pre-call plan ready.

Hey [first name], this is [insert your name], and I’m calling from [insert your membership business name].

It looks like there was some difficulty processing your credit card and I was calling to see if it may have been updated.

I know it sometimes happens so I was wondering if we could get it updated so that you don’t miss out on anything.



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FAILED BILLING SAMPLE EMAIL

Subject line: Oops something happened . . .

Hey [first name],

I received a notice that your most recent investment for the [membership name] has not been able to be processed.

This sometimes happens if there's an address change or expiration date that has passed.

You can update your billing information by:

1) Logging in at [insert your web address]

Enter your email:

Enter your password:

2) Click "My Account"

3) Click Add a New Credit Card or Update Your Existing Info

Or you can always call my office at (561) 826-4624.

Glad to have you in the [insert membership name]!

[YOUR NAME]

P.S. [INSERT A BENEFIT THAT THEY'RE RECEIVING OR SOME BIG ANNOUNCEMENT]

[YOUR NAME]

[TITLE]

[PHONE NUMBER]