Retention

Action Steps to Get Started

5 BASIC RETENTION TIPS

1. Sell the membership in person and don't buy leads. Most purchased leads tend to be *9-1-1 memberships* and quickly drop off the books – negatively impacting your retention.

2. Encourage your new member to start their Will preparation at the end of the sale even if it's only getting them to put their names on the Will Questionnaire.

3. Do not sell too much product to a new member. Sell the client what they can afford. Most members don't downgrade their memberships if money gets tight – they cancel their memberships. Remember, a member can always upgrade!

4. Have stories about how the plan works. Use the membership yourself and explain how easy the memberships are to use.

5. When possible, sign members up on bank drafts (checking accounts). The numbers show that those who sign up on bank drafts have a higher retention rate versus credit cards. Obviously, don't turn down the sale if they only have their credit card with them and not their checkbook. Have them sign up with their credit card and make a note to contact them in 60 days and suggest a switch to their checking account. Explain that memberships most often go into pre-cancellation because the expiration date on the credit card is not updated with the home office. Checking accounts provide better retention, as most people don't change their bank accounts.