

What a great call with Melanie Lawson on Wednesday night's Ring Earners' Retention Call!

Melanie's top FIVE retention tips are:

1. Sell the membership in person don't buy leads. Most of the membership leads tend to be 9-1-1 memberships and quickly drop off the books. This really impacts 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. While we focus on the \$35.95 membership at the briefings sell the client what they can afford. Most members don't downgrade their memberships if money gets tight they cancel their memberships. If the \$35.95 plan is hard for them to afford sell down, they 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.

Important numbers for your bottom line:

1. One contact with the law firm by your member and retention goes up 10%.
2. If a member does their Will, retention goes up 28%.
3. A 10% increase in retention equates to a 35% increase in residual income.  
**MEMBERSHIPS THAT STAY ARE MEMBERSHIPS THAT PAY!**

Tips & tools we can all use:

1. "101 Uses for Your Pre-Paid Membership" can be found on the Associates Only page, Docs on Demand, special items document 53544. (This may need to be revised if you are doing group as one item refers to dealerships and one to employers.)
2. Always promote utilization of our product.
3. Give new members a Temporary Membership Kit so they can get started on their Wills. If you don't have any kits you can print out a temporary Will questionnaire using the link on the Associates Only home page.
4. Read the retention tips newsletter available on the Associates Only page.
5. Sign up for the MAS system for all memberships. This is only a one-time cost of \$5.95 and provides for 5 contacts during the first year as well as a contact for ALL pre-cancel memberships even beyond the first year. This system is now a corporate service and is staffed by seasoned Customer Service individuals.

Quote of the day....."Driving cancellations down will drive your income up because..... memberships that stay are memberships that pay!!!"