

TO PROTECT AND EMPOWER PEOPLE, they must first be fully aware of the benefits their membership provides. Customer satisfaction is the keystone on which our success is built. Drive toward improving customer satisfaction and retaining members by **hosting a Pre-Cancel Party on the second weekend of every month.**

1

SET UP A GROUP ACTIVITY

- Create your own Pre-Cancel Party. Invite small groups of team members to work on saving members together.
- Encourage attendance by hosting a potluck or providing snacks.
- Working in a group helps support and build confidence for all associates involved.

2

LEAD BY EXAMPLE

- Explain the importance of retention. It is easier to keep existing members instead of finding new ones.
- Practice mock calls with other associates before making real calls to actual members.
- Share your success stories with others. Spread the excitement by letting everyone know it's possible.

BEST PRACTICES FOR SAVING MEMBERS

- Be sympathetic.
- Assume members don't know their membership is in pre-cancel.
- Be assertive without getting pushy.
- Ask if they have downloaded the LegalShield app or had their Will prepared.
- Inform them of savings through the **MEMBERPERKS** program, "You can save more than the cost of your membership on things you would buy anyway such as movie tickets, insurance, phone bills, etc."
- Remind them that the membership can be used for both big and small events such as traffic tickets.
- Share stories of how others have used the membership.



When you convince the member to get out of pre-cancel status, initiate a three-way call with Member Services to take the necessary steps to save their membership immediately. **Call the Member Services 24/7 access line at (866)-966-2222.**