

# Cancellation Checklist

It's important to **have the right mindset**. *EVERY CONTRACT*, no matter how small, is worth saving. Little deals can add up to a lot of revenue over time and also help your page rate. It's natural to feel empathetic - keep in mind that advertisers may express a multitude of reasons for considering cancellation, often stemming from challenges in their own business. It's not necessarily a reflection of your performance.

Try to approach this situation from a consultative & supportive perspective. Would canceling their advertising, especially when they need more clients, truly benefit their growth? By maintaining professionalism, you can rest assured that your community relationships remain positive. Remember that you're simply reinforcing the commitment the advertiser made when entering the contract.

**Most cancellation requests will come in the form of an email. Here are the steps you should take to help retain the client when you get a cancellation request.**

- ☐ Watch the Cancellation [Training Video](#)
- ☐ When you get the email request to cancel, respond with the "cancellation" email template in ARC. This email will request a time to meet.
  - **\*\*Can't remember how to send an email from Arc? Watch the tutorials below!**
    - Campaign tutorial video that we can send in the email - [Watch Video](#)
    - Contact type tutorial video for the email - [Watch Video](#)
- ☐ Meet with (or at least call the client) and talk through WHY they want to cancel. Remind them that they are in a contract and you are still going to do XYZ for them. (Editorial, event, whatever it may be.)
- ☐ Challenge them on "it's not working". Ask them things like, "How has business been... have they seen an increase in web traffic...increased social media following or business from your zip codes?, etc."
- ☐ Come up with a solution. Get creative with pricing, change ad size or design as needed. (See below for ideas.)
- ☐ If all else fails, let them know the contract isn't with you - it's with City Lifestyle, but you are here to help. You will request that Corporate send them the amount it will cost to break their agreement.
- ☐ Go to ARC and generate the cancellation numbers and email. ***\*Remember, this email is coming from City Lifestyle, not you personally!\****
- ☐ If the client replies to the email, you can negotiate with them, but don't proactively reach out after sending them the cancellation fees.
- ☐ **If you will be moving forward with anything other than a cancellation where the full fees are being paid (settlement for a lower amount, payment plans, contract adjustment, etc.) DO NOT COMMIT ANYTHING TO THE CLIENT DURING THOSE DISCUSSIONS! Discuss OPTIONS that you would both agree to. Then reach out to your Business Coach or Region Partner, to discuss further and reach a resolution.**

## Creative Solutions to Retain a Client:

- If their business is struggling and cash flow is an issue, maybe you reduce the amount you charge them for a month or two and then spread that balance out between the rest of the months to help them recover a bit.
- If the business is hitting slower seasonal months you can drop the ad size during a 2-3 month slow season.
- You can even have them run ads to equal the balance it would take to meet the cancellation fee. For example: If they are in a 36 month contract and you can't get them to stay, they want to cancel. If it's \$9000 to cancel, and they don't want to pay that money out, they can always continue to run ads just until that amount is covered. This will buy you more time to replace them and who knows, they might even start to get results and decide to stay long term.
- You can tell them you will let them out and waive the fee if they find another business to take their spot.
- If they feel like the monthly rate is uncomfortable for them, resign them to a longer deal at a smaller ad size.

## Video 1: [Financial Hardship Strategy & Talking Points](#)

- **Key Points:**
  - Lead with empathy
  - “When times are good you should advertise. When times are tough, you **must** advertise.”
  - Use solution-oriented verbiage
  - What is possible **now** that will help us get to where we want to be?
  - Label negative emotions - influence positive emotion - close with logic & reassurance

## Video 2: [“It’s Not Working” Strategy & Talking Points](#)