

Cancellation – Motivation/Not using

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

What are you currently doing for exercise at the moment?

When did you stop using the gym?

Were you feeling better when you were exercising?

Are you feeling worse now that you're not exercising?

When you first joined, what were your goals?... Have those goals changed? If so, WHAT ARE THEY NOW?

Confirm: So, just to confirm the only reason why you want to cancel today is because you are lacking motivation?

Educate with questions:

You have told me your goal is ____, is that right?

Is that goal still important to you?

How does it make you feel?

Will walking out of the gym today without a membership help you achieve your goals?

Cancelling today is not going to get you any closer to achieving that goal. A lot of people have been feeling lack of motivation after the closure of the gyms but we would always recommend that you get at least 30 mins of exercise per day. This is not just for your physical health but your mental health as well. That's why it's so important that you keep training with us, so let us help you get back on track and feeling healthy again. That sounds good right?

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. I really want to help you achieve these goals, so what I will do is set you up with a FREE PT consult which will also include an AF workouts app session. I can also show you the class time table if you are interested and if you still wish to cancel after that, I will then be okay with it. But for now, I want to book you in for this session and give you the best chance to achieve your goals. How does that sound?
2. Okay, so what I will do for you then is give you 7 days FREE (or 14) along with that free PT consultation including AF workouts app session and the same goes, if you still wish to cancel after that, I will then be okay with the termination.
3. You are on a really good rate so I would hate for you to lose that. You would also have to sign another 12- or 18-month contract, along with paying another \$149 joining fee to re-join. I can freeze you for a month or 2 while you think about it and you can always unfreeze or cancel from that freeze if you change your mind later on.

Cancellation – Time

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

What do you do for work?

How many days do you work per week?

What hours do you work?

What are you doing for exercise currently?

Have you been feeling worse since not exercising?

When you first joined, what were your goals?... Have those goals changed? If so, WHAT ARE THEY NOW?

Confirm: So just to confirm the only reason why you want to cancel today is because you don't have time to exercise?

Educate with questions:

You have told me your goal is ____, is that right?

What does your schedule look like outside of work?

How does it make you feel?

Would sparing 30 minutes a couple times a week make you feel better?

Will walking out of the gym today without a membership help you achieve your goals?

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. We are 24/7 so there's always time. It's just a matter of having a look at your schedule and finding a time to come in. What we will do is book you in to come into the club and work out your new timetable with us. We will make a hard copy of your new workout schedule and help keep you accountable. We will also throw in a free PT consultation with one of our personal trainers to help you get on track with your health and fitness goals.
2. Let's do this, I will give you 7 days free (or 14) and we will still throw in a free PT consult with one of our personal trainers and go through your schedule with you and if you still wish to cancel after that, I will then be okay with it but for now I want you to try this. I want you to start achieving your goals again and it is not going to cost you anything.
3. You are on a really good rate so I would hate for you to lose that. You would also have to sign another 12- or 18-month contract, along with paying another \$149 joining fee to re-join. I will freeze you for a month or 2 while you think about it and you can always unfreeze or cancel from that freeze if you change your mind later on.

Cancellation - Price Increase (Transfer)

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

What club have you transferred from?

How often do you use the club?

Why did you choose to start training with us?

Do you enjoy training at our club?

Confirm: So just to confirm the only reason why you want to cancel today is because of the price?

Educate: The reason why AF clubs have rates that may change during transfers is because clubs will have different rent due to their locations, along with the different equipment and so on, which would all affect our membership fees. We also staff more than most other Anytime Fitness clubs, which gives us more time to monitor the gym, maintain cleanliness and respond to our member's inquiries in a timely manner. So, while I do understand your frustration with the change of rates, I hope you can understand why the rates change as they do.

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. I understand this can be frustrating but unfortunately, it is just not possible for all Anytime Fitness clubs to charge the same membership fees. If it helps, I will let you know you do have the option of signing a longer agreement in order to get a lower rate. Does this interest you?
2. I understand that when you joined (AF club) your rate of \$__ was really good! We always strive for our members to get the best possible deal, so I would understand if you wanted to start training at your original club again to transfer back and renegotiate your old rates with them. However, hopefully you would see the benefit of training with us at AF __ and would like to stay on board with us.
3. We don't normally negotiate with our membership fees as it is what everyone pays when transferring in our club, however, we do not want to see you go, we want you to achieve your health and fitness goals with us, so we would like to offer you \$__ per __. How does that sound?
4. I would hate to see you have to sign another 12- or 18-month contract, along with paying another \$149 joining fee to re-join. I will freeze you for 1 month or 2 while you think about it. You can always unfreeze or cancel from that freeze if you change your mind later on.

Terms of dropping membership fees:

\$2 off currently weekly fee

Cancellation - Price/Financial Hardship

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

What will you be doing for exercise?

How many times do you normally exercise per week?

Are you wanting to re-join in the future?

Is your health a priority to you? - *Nod*

Confirm: So just to confirm the only reason why you want to cancel today is because you are wanting to get on top of your finances?

Educate: Health and fitness really needs to be a major priority in everyone's life. I can't stress enough how important it is to get in your 30 minutes of exercise per day. I understand that money may be in short supply at the moment, but I cannot stress enough how important your health should be to you as well. We want to help you continue to achieve your health and fitness goals, so let us help you get on track, ok?

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. What we will do for you is give you 1 month for free. We want you to be able to continue to achieve your health and fitness goals while you are going through these stressful times in your life. Exercise helps relieve stress and it is so important to keep your health as a priority.
2. What we can arrange for you, If it helps, is actually give you the option to sign a longer agreement in order to get a lower rate. Does this interest you?
3. You are on a really good rate so I would hate for you to lose that. You would also have to sign another 12 or 18 months contract, along with paying another \$149 joining fee to re-join when you organise your finances again. What I will do for you is freeze you for 1 month or 2 while you think about it and try your other club. You can always unfreeze or cancel from that freeze if you change your mind later on.
4. We don't normally negotiate with our membership fee as it is the fee that we charge to train at our club, but we do not want to see you go, we want you to achieve your health and fitness goals with us, so we would like to offer you \$__ per __. That sounds good, doesn't it?

Cancellation - Joined another gym

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?
What made you want to make the change?
Do you have any feedback for us?
Have you started at the other club yet?
Did you enjoy your time with us?
Would you return with us in the future?

Confirm: So just to confirm you want to cancel today because you want to join another gym?

Educate: Majority of the time, when people cancel because they are joining another gym, they find that the other gym is not suitable to their needs. Then, when they come back after realising, they have to sign up on another 12- or 18-month membership, they lose the rate that they're on and have to pay the \$149 joining fee again to reactivate their account. I know you said you were looking for another gym because you wanted ____ but you may need more time to think about this change and whether that gym is suitable for you.

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. What we can offer you is 1 month for free. This will give you some time to use our gym and the other gym you are wanting to join/try out. You will not be at a loss but it might just help you make your mind up and save you money.
2. What I can do for you is freeze your membership for a month or two while you work out what gym is best for you. I would hate for you to have to pay those extra fees again and commit to another lengthy contract. You can always unfreeze or cancel from that freeze if you change your mind later on. How does that sound?
3. What I will do for you as a once off today is discount your membership to ____ per week. We wouldn't normally offer this but we would hate to see you leave and we want you to achieve your health and fitness goals in our club. How does that sound?

Terms of dropping membership fees:

\$2 off currently 12 or 18 month price MAX

Cancellation - Moving to another area

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

Where are you moving?

When do you move?

Are you currently exercising?

Are you planning to exercise when you move?

Have you checked if there is an AF club near your new location?

Confirm: So just to confirm you want to cancel today because you are moving areas?

Educate: So if you didn't know, you can actually use any AF club world wide! This means that you can take your membership with you and carry on training in your new location. When you start to use your new club more than your old club, your membership will just automatically transfer over to them after about 5-6 weeks, depending on how much you use your new club. So this means, you can continue to train with us, how nice is that?

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. If you cancel today you would have to sign another 12 or 18 months contract, along with paying another \$149 joining fee to rejoin at your new location. What I can do is freeze you for a month or 2 while you have a look at the gyms in your new location and get settled, and then you can always unfreeze or cancel from that freeze if you change your mind after looking at the other gyms. This way you can avoid paying those sign up fees again and losing the rate that you're on. Would that help?

Cancellation - Home gym

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?
How long have you been using your home gym for?
Are you achieving results?
What is your current goal?
Are you really good with staying motivated?
Did you enjoy your time with us?
Would you return with us in the future?

Confirm: So just to confirm you want to cancel today because you now have a home gym?

Educate: Majority of the time, when people cancel because they are using their home gym, they find that it is not suitable for their needs and that they begin to lack motivation. The environment you're trying to work-out in can have a major effect on your results. Sometimes being surrounded by like-minded people trying to achieve the same results can have a huge positive effect on your training!

When people cancel due to this, they often come back after realising and then they have to sign up on another 12- or 18-month membership and pay the \$149 joining fee again to reactivate their account. You will most likely need more time to think about this change and whether the home gym is suitable for you and your goals.

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. What we can offer you is 1 month for free. This will give you some time to use our gym and your home gym that you are wanting to use/tryout without needing cancelling straight away. How does that sound?
2. What I can do for you is freeze your membership for a month or two while you work out what gym works best for you. I would hate for you to have to pay those extra fees again and commit to another lengthy contract. You can always unfreeze or cancel from that freeze if you change your mind later on. How does that sound?
3. What I will do for you as a once off today is discount your membership to ___ per week. We wouldn't normally offer this but we would hate to see you leave and we want you to achieve your health and fitness goals in our club. Would that help?

Terms of dropping membership fees:

\$2 off current weekly fee price

Cancellation – Covid-19

Listen/acknowledge: I'm sorry to hear you're thinking about cancelling! I really want to help you with this; let me look up your membership, what was your phone number? (*While you're looking at their membership, ask questions below*)

Ask questions:

Why are you wanting to cancel today?

What are you currently doing for exercise at the moment?

When did you stop using the gym?

Were you feeling better when you were exercising?

Are you feeling worse now that you're not exercising?

When you first joined, what were your goals?... Have those goals changed? If so, WHAT ARE THEY NOW?

Confirm: So just to confirm the only reason why you want to cancel today is because you are worried about Covid?

Educate: You have told me your goal is ____, is that right? Unfortunately, cancelling today is not going to get you any closer to achieving that goal. I understand that Covid has been tough on most of us, however, it is so important to keep exercising during these hard times. Everyone needs to get at least 30 mins of exercise per day for not just your physical health but also your mental health as well. For your peace of mind as well, Anytime Fitness as a brand has done extremely well with managing the virus, with only 2 gyms Australia-wide having to close down due to outbreaks in their club. Right now, we can use this opportunity to focus on our health, and we have a tonne of resources to keep you active while at home, if that would help?

(ONLY SOLVE THE PROBLEM IF THE EDUCATE WAS NOT ENOUGH TO SAVE THEM)

Solve:

1. I really want to help you achieve your goals, so what I will do is send you over our online group class timetable. This way you get to work out in the comfort of your own home and still achieve your goals! These classes will be running to make sure our members stay fit and healthy during these uncertain times, how does that sound?
2. If you would prefer to work out on your own, we actually have an AF workouts app as well as our health hub. The Anytime Fitness app has over 5000 pre-made workouts for you to follow and the health hub has live workouts, workout plans, recipes, along with tips for your training and more. Using these tools to stay on track with your goals is going to help you start seeing results. How does that sound?
3. You are on a really good rate so I would hate for you to lose that. You would also have to sign another 12- or 18-month contract, along with paying another \$149 joining fee to re-join. I will freeze you for a month or 2 while you think about it and you can always unfreeze or cancel from that freeze if you change your mind later on.

Cancellation Doctor's Certificate

Listen: Alright, I can see you're trying to cancel with a medical certificate, let me see if I can help you with that. I'm just going to look up your membership. What was your phone number?
(While you're looking at their membership, ask questions below)

Ask questions:

Why are you wanting to cancel today?
So, what happened?
Are you doing ok? How are you going?
How long has this been going on for?
Is there any kind of recovery program?

Confirm: I can see your condition is quite serious, I just want to confirm that you won't be coming back to train indefinitely?

Educate: So, in order to cancel with a medical certificate, we just need it to say 'permanent' or 'indefinitely' on the form. We need it to clearly say that you would never be able to train again. This is because if it's only a short term condition, it may not be that long before you're ready to come back to the gym. The wording is really important, so I want to stress to you that we can't accept a certificate without the appropriate terms.

Solve:

1. You've told me that you have plans to recover, so, obviously you're going to have to do your rehab in the gym, right? We wouldn't want you to be paying for a membership when you can't use it, so I can definitely freeze your membership while you are recovering and then you can get straight back into your training and rehab. How long would you like me to freeze you for?
2. Ok, if you're sure that you definitely won't be coming back to the gym, we will have to get the appropriate certificate. What I would suggest you do is go back to your doctor/physio and see if you can get a form with 'permanent' or 'indefinite' on it. Once you've brought that back, we can go ahead and help you with your cancellation.