



RETAINING YOUR CLIENTS

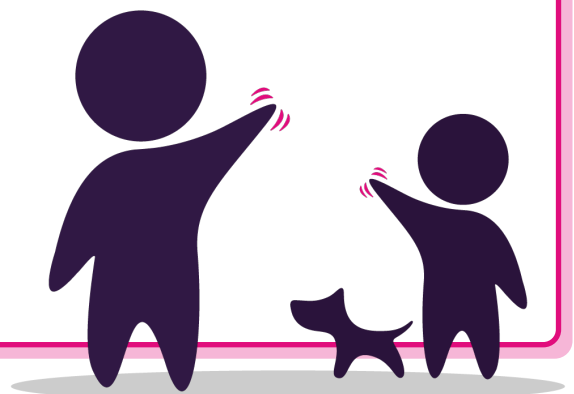


MY QUESTIONS FOR THE...



RETAINING YOUR CLIENTS FACEBOOK LIVE:

NOTES:



Retaining your clients once they've signed up to the Training Academy or have come on board with the Sexier Than A Squirrel Challenge is key for creating lifelong learners.

Retention strategies can feel like a bit of a minefield so we want to share our top tips on retention and how to keep your clients with you for longer!

ADDED VALUE

Adding value to your services will make it so that your client doesn't want to cancel their subscription or look elsewhere for services. We love over delivering on the courses and content we offer, it gives the customer a feeling that they're getting more information and value for free!

We dove into how you can add value to your services in the Working Smarter, Not Harder workbook, head back and review these amazing ideas and think about where you can apply them in your services. —————>



GETTING THE MOST OUT OF THEIR SUBSCRIPTION

The Training Academy has so much content and extras that you can share with your clients to ensure that they're getting the most out of their subscription.

Highlighting the Wicked Wednesday games, Transformation Talks and Struggles to Strengths weeks really helps your customers see how much value they are getting as part of being in the Academy.

You can create a weekly or monthly newsletter that includes these games and lives alongside any information you want to share on what's happening in your business:

- ★ Upcoming classes/workshops
- ★ Events at local pet businesses who you support
- ★ Competitions
- ★ Offers
- ★ A playlist from the Training Academy to work on a common struggle



Reminding your customers of what's included in their subscription and highlighting different games and teachings will help keep them on track and on board.

CHALLENGES

Everyone loves a good challenge! You can use the games in the Training Academy to create your own challenges focusing on common struggles or just-for-fun type challenges. Some examples for you to try:

- ★ Middle Challenge
- ★ 2 Paws on Challenge
- ★ 3 weeks to Loose Leash Walking
- ★ Boundary Games Super Star
- ★ Hair Toss Challenge: Disengagement Hero
- ★ Object wrapping challenge



Share in your social media support groups or on your business Facebook page, ask your clients to post their photos and videos with a hashtag (e.g. #2pawsonchallenge). This not only boosts engagement, but continues to give them value and fun in their training.

OBJECTIONS

When selling a service to someone, we may come across objections from that person as to why they don't want - or can't commit to - what you are offering. Objections may also come when someone wants to cancel their subscription service with you.

Handling objections and turning them around can be nerve wracking, but it doesn't need to be! We want to share our top objection handling tips with you to make it easier for you to give your customers the best service possible!

When we talk about objections in sales, they often come about from the client when there is a barrier between their current situation and what needs to be satisfied before they will buy from you.

What does that mean? Put simply: An objection is a question that hasn't been answered. When we think about it in this way, it makes it easier for us to put our solution seeking hats on and find a solution to answer the question.

We want to share our top 3 most common objections we receive when customers want to cancel their subscription with us and share the strategies we use to help our customers to stay.





OBJECTION #1

“I don’t have enough time to use my subscription/I’m not using it.”

There are over 300 games and lessons in the Training Academy, the Netflix of dog training! To some, this can be a little overwhelming. Knowing where to start, what types of games to choose for their struggles and what video to watch first can be stretching. This feeling of overwhelm can lead to procrastination and a limiting belief that they simply don't have time to watch the games and fit them into their schedule.

Making it as easy as possible for your clients to locate and watch the videos they need for their struggles will get them off on the right paw. Here are some of our top tips for helping your students fit watching the videos and training into their schedules:



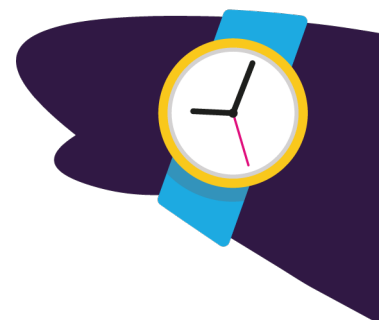
Let’s create a challenge! 5 games, 7 days:

- ★ Create a playlist of 5 games for your client to work through for 1 week (less than a game a day)
- ★ Make sure the game videos are short (2 - 3 minutes long) and will give them lots of wow and inspire moments.
- ★ Check in with your client regularly over the week, make them accountable
- ★ Get feedback from them during and after the initial challenge
 - ★ How did it go?
 - ★ What worked for them? What didn't work for them?
 - ★ Would they like more playlists?
- ★ Create as many playlists as you like for them to work through

Finding Time:

Help your student identify moments in their day when they can play the game:

- ★ Whilst the kettles boiling
- ★ During TV adverts
- ★ Whilst on hold on the phone
- ★ Instead of scrolling through social media
- ★ Set reminders on their phone at different times of the day to play a game



Using the Training Academy:

- ★ Suggest games they may like or find helpful and encourage them to search for them within the Training Academy
- ★ Challenge them to learn about 1 concept and find 3 games they could play to build it
- ★ Show them how they can search for games and pick games or longer coaching/deep dive lessons to watch



OBJECTION #2

“I can’t afford both online and in person training”

Affordability is a big reason for students to either not sign up for or to cancel their subscription. This is a completely valid reason which we must be understanding of and at the same time, help our clients to see that by investing now, they can turn their training struggles around.

As an objection, the question that may have not been answered here is one of value. Is your student aware of the huge value that comes with the Training Academy? If not, how can you show this?

Similarly to the time objection, they may feel the affordability of the subscription is too high as they believe they don’t have the time to fit in the games and training. If this is the case, how can you show them how to start including games into their schedule?

You can reframe the cost - £30 a month is less than £1 a day. If you were to help them utilise the Training Academy better and in turn boost their training results, would that help them justify the cost?

If your student is indeed struggling with the affordability of the Training Academy and you know that they need access to it to catapult their training struggles to strengths, you could use either your affiliate store credit or payout to gift them a month of the Training Academy*.

Not only is this a super goodwill gesture, it shows your student how much it means to you that they have access to the program they need and can help retain that student.



***Contact the Ask Team for more information on gifting: ask@absolute-dogs.com**



As a Pro Dog Partner Affiliate, you can get super creative about how you can include the Training Academy in your services whilst keeping it affordable for your students. Here are a few ways:

- ★ Include the Training Academy in a 6 week group class
- ★ Gift a month’s access with challenges galore. Follow up during their free access and show them what’s next if they continue their subscription after the free trial
- ★ If you provide board and train services, have TA as part of their package so they can continue training once home
- ★ Offer it as an online training option with you including fortnightly or monthly coaching calls



OBJECTION #3

“I’ve achieved the results I was looking for.”

Wow! Well, for a start this is amazing! Helping our students adopt training and games as a way of life will get them excited about the next step in their journey.

We want to continue to show our students what their next steps are so they can get excited for what's around the corner. As you get to know your students and their dogs you will be able to recognise games that they would love to play and concepts that they need to build that they didn't realise needed working on.

You can tailor playlists and lessons to show them different aspects of training that they may not have considered before and you can take this opportunity to share classes that you have coming up that they would benefit from that also utilise the Training Academy.



What are some of the most common objections you face and how can you lean in to help your students stay on board?

NOTES:



Absolute Dogs.

PRO DOG PARTNER



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