



## I'M OUTTA HERE!

*What To Do When Your Customer Is Headed For The Door*

### Course Description:

Every agency dreads it — the call from a customer who says, “I want to cancel.” And yet, too many frontline teams still respond with awkward scripts, defensiveness, or worse... silence. In this fast-moving and highly practical training, Greg Gray helps your team decode the *real* reasons customers leave — and arms them with specific, proven responses that retain business, repair relationships, and restore confidence.

This session isn't just about theory — it includes interactive examples, live role play, and real-time feedback to ensure the techniques actually stick. You'll walk away with a playbook your team can use **the very next time the phone rings with a cancel request.**

### Participants Will Walk Away With:

- **Key Insight #1: Five Reasons They Leave — and How to Spot Them:** Not all cancellation calls are created equal. Learn the 5 most common underlying causes and the hidden cues customers give when they're thinking of leaving.
- **Key Insight #2: The Conversation Map:** Step-by-step Talk Paths that guide staff from panic to purpose — while keeping the customer calm, heard, and open to solutions.
- **Key Insight #3: Avoiding the Mistakes That Push People Out:** Discover the common language and tone traps that unintentionally reinforce the cancellation.
- **Key Insight #4: Tone First, Tactics Second:** Why the way you respond matters just as much as *what* you say — and how to help your team consistently strike the right balance.
- **Key Insight #5: Turning Exits Into Opportunities:** Learn how to reframe “I’m outta here” moments into powerful coaching and customer loyalty wins.

### 💡 Why This Is Important:

Retention is cheaper than acquisition — but only if your team knows how to respond when a customer is halfway out the door. This course equips them with the mindset, message, and methods to stop the churn and rebuild trust, one conversation at a time.

