

★ Role Plays

Benefits

- ★ Skill Reinforcement:
 - ☐ Reinforce the principles and techniques taught during training.
 - ☐ Practice simulated scenarios.
- ★ Hands-On Application:
 - ☐ Apply the questioning technique in a practical context
 - ☐ Simulate real-life customer interactions and challenges
- ★ Feedback and Coaching:
 - ☐ Provide constructive feedback and coaching to agents.
 - ☐ Observe agents' application of the questioning technique, identify areas for improvement, and offer guidance on refining their skills.
- ★ Confidence Building:
 - ☐ Practicing in a supportive environment
- ★ Continuous Improvement:
 - ☐ Leaders can identify trends, common challenges, and opportunities for enhancement across the team's application of the questioning technique.
 - ☐ Adjust and refine skill development strategies as necessary.

Lead in Question

Could you please share with me the reason why you decided to cancel our local SEO service?

Peel the Onion - Role Play Samples: - [Peel the Onion - Certification - Shortlisted Reasons - FAST WHEEL](#)

Results - [Calls/Jobs/Customer]

- What do you consider as results? (Calls, Customers etc)
- What were your expectations when you first signed up for our Local SEO service?
- How soon did you expect to see results after signing up? Can you provide a timeline?
 - Explore the customer's timeline for seeing tangible results, understanding their patience and understanding of the process.
- What led you to believe that you would receive calls immediately after starting the service?
 - *Investigate any misconceptions or assumptions the customer had about the service's immediate impact.*
 - *[Agent Advised me]*
 - *Please see - Acknowledgment of Misunderstanding:*
- How many calls a month would you consider the service to be value for money?
 - *Quantify the customer's expectations and gauge their perception of the service's effectiveness based on call frequency.*
- How did you know you did not get phone calls?
 - *Pinpoint specific instances or observations that led the customer to conclude that the service was not meeting their expectations.*

- What Interactions have you had with our team in which you have shared your concerns prior to canceling your service and what was the outcome of the chats ?

Billing Issue

- Can you explain the specific billing issue or misunderstanding you encountered?
- How did you attempt to address the billing problem once you identified it?
- Can you explain what you understand about our billing process and how it works?
- Did you get an invoice from us to give you visibility on the upcoming transaction
- Could you please help get a clearer picture - Transaction Amount - Transaction Date
- Based on your understanding - How many accounts do you have with us at the moment ?
- What were your expectations regarding the billing procedures when you signed up for our service?

Problems with customer service. [Promises not Delivered]

- Could you give me examples of what you were expecting versus what you received?
- When the promise was not fulfilled what actions did you take ?
- What form of communication do you prefer (Voice - Non Voice - SMS, Email)
- If there was one promise that was made that I can help with today what would that be?

Lack of timely updates or communication from 411:

- What specifically happened that made you cancel because of the lack of updates or communication?"
- Before you canceled, did you talk to our Customer Service team about the communication issues?
- Have you had similar experiences with other companies not updating or communicating with you if changes were made (Banks, Insurance, Cable)?
- How do you usually make sure other companies keep you informed?
- What were your expectations regarding updates from our service?
- Could you specify the updates you would like to receive and how often you prefer to receive them?
- What is the most ideal method for us to communicate with you? (e.g., calls, email, SMS, other)

Customer Cannot find himself online

- Explore further and uncover how is the customer searching for himself online
- Before Explaining Timeline of Long - Mid - Short Tail Keywords - Provide Keywords from the Game Changer that the customer will see online presence
- Educate the customer on the Long - Mid - Short - Zip - City Optimization to maximum presence. (by using the KWs that he is currently searchable now - you are able to break down the wall this is not working)
- Uncover the misconception that we increase your business popularity do not place you on own website and only increase our popularity - Customers have assumption that all marketing works like Home Advisor
 - Sample Questions
 - When you search for your business online, do you use a search engine like Google, or have you been searching on websites?
 - Can you describe the specific terms or phrases you've used when searching for yourself online?
 - What made you decide to search for your business on our website instead of using Google?
 - Did you choose where to search for your business online based on your own preferences or past experiences?
 - Have you discussed where to find your business online with anyone from our company?

Feeling confused when other companies pretend to be 411

- Have you received any calls where the caller claimed to be from 411, but you suspected it wasn't us?
- What information did this company share with you to make you believe they are from 411 Locals ?
- Have you faced similar situations with other companies acting like someone else, such as mobile, insurance, or cable companies?
- How do you usually check if callers are actually who they say they are?
- What exactly did the caller or company say that led to you canceling our service?
- Did you let our Customer Service team know about this situation before deciding to cancel?

Customer Shares Multiple Cancel Reasons.

- Agent asks: "Thank you for sharing your concerns. I understand you've had challenges with our service, like Reason 1, Reason 2, and Reason 3. I'm here to help. Which one would you like me to resolve or clarify for you first?"
- Agent proceeds to ask Peel the Onion questions to uncover the root cause

Ownership vs. management access:

- I understand. Can you tell me more about why owning the listing was important to you?
- What specific benefits were you expecting from owning the listing that you didn't receive with management access?
- Have you worked with another SEO agency in the past? What was your experience then?
- Has your Account manager explain to you what is the reason we give you management access?

Changes in what the business needs [Seasonal, Overbooked]

- How do seasons affect the demand for your work?
- What kind of jobs do you usually do when it's not busy?
- Were you able to share this with our team to allow us to make updates to your listing ?
- How do you try to find work when it's not the busy season?

Technical Issue

- Explore further to determine the nature of the issue and its importance to the customer or account.
- Identify how the issue occurred and why it is significant.
- Offer solutions such as product adjustments, upgrades, or alternative options.
- Educate the customer on available alternatives if necessary.

Transition Questions

- Thank you for sharing your insights on [specific cancel reason]. I appreciate your honesty.
- Were there any other factors or concerns that contributed to your decision to cancel our local SEO service?"
- Thank you for sharing that with me Is there anything else that you can recall
- I appreciate your honesty. Is there anything else that influenced your decision?
- Thanks for letting me know. Were there any other factors that played a role in your decision?"

Final Inquiry Questions

- "Before we wrap up, is there anything else you'd like to share or any other concerns on your mind?"

→ "Is there anything more you'd like to add or any other worries you want to mention before we finish?"

Acknowledgment of Misunderstanding:

"I understand there may have been some confusion regarding the timeline provided initially."

Setting Proper Expectations:

"We cannot change what has already been shared with you, but I'm here to ensure we set proper expectations moving forward."

Realistic Expectations:

"Your expectations based on your city and industry are realistic."

Timeline Misalignment:

"However, it's important to note that the timeline may not align with what you were initially expecting from the Local SEO product."

Timeframe Clarification:

"Considering you've been in business for [x] years and have built your reputation to receive [x] calls per day, it typically takes about 6 months to reach that stage with our Local SEO service."

Instant Results vs. Cost:

"If instant results are what you're seeking, Local SEO might not be the most suitable option."

"We do offer products that provide more immediate outcomes, albeit at a higher cost."

Decision Invitation:

"So, the question becomes: would you prefer to invest more for instant results, or opt for a more cost-effective approach that requires time to generate the desired outcomes?"

"Your decision will help us tailor our approach to best meet your needs and goals."

WHY CUSTOMERS CANCEL - Fast Wheel of Reasons

411 Retention Process Steps