

Ari Galper's
UNLOCK THE GAME™
Everyone wins.™

Ari Galper is the creator of Unlock The Game™, a new sales mindset that overturns the notion of "selling" as we know it today.



With a Masters Degree in Instructional Design and over a decade of experience creating breakthrough sales strategies for global companies such as UPS and QUALCOMM, Ari discovered the missing link that people who sell have been seeking for years.

His profound discovery of shifting one's mindset to a place of complete integrity, based on new words and phrases grounded in sincerity, has earned him distinction as the world's leading authority on how to build trust in the world of selling.

Leading companies such as Gateway, Clear Channel Communications, Brother International and Fidelity National Mortgage have called on Ari to keep them on the leading edge of sales performance.

Ari's deep understanding of human communication and how it can be maximized in the sales process has lead him to discover the solution to the most dreaded selling experience of all: cold calling.

He has completely redefined how to connect with people over the phone. In his corporate training sessions, Ari demonstrates his mindset by calling new prospects in front of live audiences.

Unlock The Game™ is quickly making inroads internationally in the U.K., Australia and Canada.

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7 Cold Calling Secrets That Even The 'Sales Gurus' Don't Know!

Host:

So, tonight again, I'm so pleased we have Ari Galper is going to join us tonight. Ari is the creator of *Unlock the Game*, a new sales mindset that overturns the notion of selling as we know it today. With a Master's Degree in Instructional Design and over a decade of experience creating breakthrough sales strategies for global companies such as UPS and QualComm, Ari discovered the missing link that people who sell have been seeking for years.

His profound discovery of shifting one's mindset to a place of complete integrity, based on new words and phrases grounded in sincerity, have earned him the distinction of the world's leading authority on how to build trust in the world of selling. Ari, welcome to our call. I'm so happy to have you, brother.

Ari:

Thanks. I appreciate being here and the invitation. It's an honor. I appreciate it, Ken.

Host:

Well, you know Ari, you and I have gone back for a while. I've had you come in and train some of our associates in our organization. I know you've worked with several of our associates and, you know, really what you're doing is taking the world by storm because it's directly challenging the traditional selling and you're getting a – we personally – I personally, have had tremendous results with your breakthrough strategies. So, I'd kind of like to just get into this and ask you a little bit. You know, how did you come up with the *Unlock the Game* and this incredible program that you're teaching now? Everybody that has anything to do with selling – and that's basically everybody

Ari:

Yeah, well I'll tell you. I'll give you a little bit of context here. I have a background in the development of training programs for some large corporations – Qualcomm and UPS – and I have a Master's in Education Training. I spent a lot of time understanding the whole – all the variables around sales training and all the programs out there and I found a hole, a big hole, in all of them.

Ari:

It all stems from a story that I'll quickly tell, which people that know me already know this story. But for the rest of you it might be new. About three or four years ago I was involved with a company where I was actually selling myself. I was on a live conference call with a potential client in New York. It was the first call. I was leading the phone call. We were selling software via the Internet so it was an Internet-based demonstration. It was myself and the CEO in the room and I was delivering the presentation over the phone on a conference call speaker phone to the clients back east in New York who had a large company there. The call went great. It was a one-hour call. They were asking me all the right kind of questions. "How much does it work? How does it work? How much does it cost? How long have you been in business for? How many clients do you have?" Of course, I, my relaxed self, answered all the questions. I was very well-trained in the product and – a lot of chemistry on this call. It was almost like a love fest on the phone. You know, this felt so right.

There was so much chemistry on this call that I said to myself and my boss, "This is going to be a deal. It's going to happen. There's no doubt about it because they had all the right questions and I had all the right answers." So essentially, we decided to end the call after about an hour and they ended the call by saying to me, "Ari, we love what we see. Fantastic demonstration! Give us a call in two weeks." So I said, "Sounds good. I'll give you a call in two weeks to follow up with you."

And so, as we said our goodbyes, and I was reaching for the phone to turn the phone off, I pushed the speaker button off by accident. My finger hit the mute button instead and they thought I hung up the phone. For about three or four seconds, something inside of me just had to keep my finger back and not push the button off and, just for a second, listen in on what it's like to be on the client's side of the phone – the prospect's on the phone. So, I kind of stepped into the dark side of the selling world. I was able to listen in as these prospects kept talking, thinking I was gone. I'll ask you Ken, do you have any thoughts as to what I may have heard?

Host:

(Laughs) Well, they were probably talking about you. I'm not sure.

Ari: It's actually hard to fathom what they could have said other than positive things or virtual things. But here's what they said verbatim. What they said was, "We're not going to go with them. Keep using them for more information and make sure that we're fully educated about this product so that we can shop someplace else."

It was a complete opposite of what they said to me for the hour call before. I was in such a state of shock at that moment that I realized – a profound realization came to me – and I realized that somewhere along the way, it has become socially acceptable not to tell the truth to people who sell. It's perfectly OK. At that moment, I realized that there was a missing piece of selling and that was trust. That no other sales trainer has ever taught people how to build trust in the selling environment – only on how to close a sale. There's a missing component there that does not allow us to get to the truth with a client. Therein lies the context behind *Unlock the Game*.

Host: Well, you know we're speaking about trust. We're definitely, probably at one of the lowest times in the history of selling in the business world for creating trust when you're out there buying a product or trying to purchase anything. You know, it's a tough place out there right now.

Ari: It is, it is.

Host: Who do you trust? How do we trust? You know.

Ari: Exactly. That's the whole purpose of the *Unlock the Game* program is to bring trust back into the selling process so that both people feel comfortable engaging in it. So, the whole focus of today's call is to focus on what I've entitled *Seven Secrets of Cold Calling That The Sales Gurus Don't Even Know*. The focus of this call is not going to be on the end of process of selling, which is the close. It's going to be on the beginning of the process of selling, which I believe is much more important than the close. I believe that if you do it right in the beginning, the sale will happen if it's meant to happen at the end automatically, on its own, without you having to push, cajole, or persuade.

Ari: To my knowledge, there hasn't been another selling program that puts this much emphasis on the focus of trust early on in the process. What I've come up with is a methodology to do it in a very natural way to help people take their fear away of actually making the calls. So, what I'm going to do today is put a spotlight on the critical interaction of the cold call and why it's important to understand dynamics that cause the call to succeed or fail within seconds. Does that make sense?

Host: It makes a lot of sense. I'm glad you're going to talk about cold calling because, I'll tell you what, cold calling is probably most people's nightmare. I know that when I first started to cold call, man, that was something that was like pulling teeth for me. And I think it is for most people. I think a lot of people on this call – you even mention the word “cold calling” and they go, like, “Next! I don't even want to go there!” Are you going to address some of that tonight?

Ari: I sure am. I sure am. It's the most dreaded experience of all of selling. It's why people usually leave the selling world or spend all their time marketing and just don't sell. The funny thing about selling is, and it costs virtually nothing to make a phone call, that it can be very effective as long as you're not afraid of doing it. I'm going to actually focus on that today and give people a step by step methodology to really break this down.

In fact, I have an analogy to help people understand what the goal of today is. You know how you might watch a sporting event on television? It might be baseball, football, or basketball – or for my friends in Australia, cricket – or anything else in terms of sporting events. You know how you watch an even happen and something happens so quickly you actually miss it? Even the judges miss it. They have to go back and watch it in slow motion to break it down screen by screen to actually see if the ball hit the touch down or not.

Host: Right.

Ari: Well, that's the analogy today. We're actually going to the scene by scene of the actual first seven steps of the call and break it down so everybody understands the point at which it fails or the point at which it will succeed. So we're going to break it down step by step, in slow motion, so you can begin to take those components, put them into your world, and apply them right away. So that's the analogy behind all of this today.

Host:

Cool, man. Well, let's get into it. I'm anxious to hear about your seven steps so why don't you tell us about the first step and let's do it.

Cold Calling Secret #1

“Change Your Mental Objective Before You Make the Call.”

Ari:

Sure. Yeah, OK, so everybody hopefully has a pen and piece of paper handy next to you. The first one is Number 1, which is “Change Your Mental Objective Before You Make the Call.” What I’m suggesting here is that most people who pick up the phone and make a cold call – in their mind, they’re already hoping to either make a sale or make an appointment. That’s where their mindset is and what’s interesting is that people on the other side of the phone can pick that up. What it does is, it bypasses the whole process of you first having to focus your mind on building trust in a conversation.

So, I’m going to suggest that by you shifting your focus from thinking and hoping to make the sale on your call – what I’m suggesting today is instead of that, replace that with your mental focus being, “I’m going to make this phone call right now to build a conversation, to engage in a level of trust in order to allow information to exchange back and forth in order for me to determine if there’s a fit or not here.” So what I’m talking here is changing the way you think before you even pick up the phone.

Instead of hoping to make this sale or this appointment, which is bypassing the whole process of actually building trust, to stay focused on the first few elements which is most important, which is actually building a conversation. What happens is this. Is that our words don’t match our thinking. That’s the problem. So, people can pick up when your mind is someplace else and not focused on the conversation. Does that make sense, Ken?

Host:

You know, it makes sense but what I have to say, man, is goes against the traditional selling model, right? I mean, the traditional selling model is like, if a client walks in, you’re thinking strictly about selling that client. “My outcome is to sell that client this ‘x’ product.” Right? So it’s totally a mind shift and I love it. It’s the perfect way to do it.

Ari:

Well, yeah. The whole benefit of this is it takes away the frenzy and working yourself up mentally for the call. That’s where all the rejection and the fear comes from. It comes from us working up our expectations and hoping for an outcome when it’s premature to even have an outcome ready in your mind. That’s where the big mistake has been happening to us for selling. We’ve been focused on the outcome and not put any emphasis on the thoughts around the process necessary for the outcome.

Ari: The problem when that is if you're thinking in the wrong place, then the words you use will be a signal that will match that thinking that can obviously cause the other person to shut you down in a few minutes of the call. So again, Number 1 is change your mental objective before you make the call from making the appointment or the sale to focusing on engaging in conversation and build trust first to determine if you are a fit with that other person or not.

Ken: Just a quick question on the trust side? You may be getting to this later, but how do we build trust with a person?

Ari: Well, that's exactly what I'll be rolling into in a few minutes. There are two components that I'm going to get into. One is the way of thinking because, if you can't change your way of thinking, then your behavior will not change. So, if I just emailed everybody a list of scripts and words to use, but they're thinking with still back with the old thinking of focusing on the sale, there would be a conflict, right? It wouldn't be genuine. So I must help people first think differently, expand what they know now. Once their mind is open, then they'll be ready to apply it to other languaging and it will be much more natural and easy to use. So we'll roll this into it as I put this together, OK?

Host: Great.

Ari: So, shall we move on?

Host: Yeah, let's do it.

Cold Calling Secret #2

“ Understand the Mindset of the Receiver of the Call. ”

- Ari:** OK. Number 2 is “Understand the Mindset of the Receiver of the Call.” Right? So, Number 1 was your way of thinking and how you’re feeling on the call. Number 2 is understanding how the other person is receiving your call. Let’s do an example, Ken, I mean for yourself.
- Let’s say you’re at your office and you’re working away and your phone rings and someone calls and says to you, “Hi, my name’s Ari. I’m with that x company. We offer a global solution for companies just like yours. Do you have a few minutes?” What would go through your mind?
- Host:** “I don’t have any time for you right now, Ari. I’ve got some other projects on the back burner and, you know, ‘Next!’”
- Ari:** Right! So what happens is, within seconds, you automatically put up what I call The Wall and it happens at, “Hello,” doesn’t it?
- Host:** Right.
- Ari:** And that’s how fast selling can end for people. It happens at the moment when you trigger the negative stereotype of the salesperson in the mind of the receiver simply by using your approach. So, what’s interesting is by me having a traditional introduction about myself and what I have to offer and I try to engage you, it’s basically too late to be able to build trust because you already associated me with what?
- Host:** Trying to sell me something.
- Ari:** Yeah. That’s right and therein lies the problem. That’s very important for everyone to understand – how you’re being received. By using that approach, it automatically debunks what you’re saying. So, it’s going to be very important for us to begin to use an approach and language and thinking that basically empathizes with how the other person receives us on the phone.

Host: The interesting thing – the part about that, Ari, is that I can't tell you how many times I have – somebody's made a scripted call to me and I'll immediately want to hang the phone up. And then I'll listen for whatever reason, out of courteousness, and all of a sudden I hear that it's really something I like, but several times I'll just say, "Next!" anyway because of the approach.

Ari: Interesting.

Host: Because it seems driven to me. It's like their trying to promote something to me. It's like, "I don't want that." I think it's a common theme out there.

Ari: Yeah, everybody on this call, think about how many times you've been interested in buying something but didn't simply because of the approach of the person. And that's what I'm focusing on today. It's not about what you're selling. It's about how you're selling, which is a whole area that's been untapped for a long time in the world of selling. So, Number 2 is to really put yourself in the mindset of the receiver so you do not trigger what I call The Wall to go up that creates the rejection and causes people to be fearful of making those calls.

Cold Calling Secret #3

“Determine a Core Problem That Your Solution Solves.”

Ari:

Let’s go to the mindset around that. Number 3 is ”Determine a Core Problem That Your Solution Solves.” What I’m saying here is that we have all been taught and trained that when we begin to have a conversation with somebody new, in the selling environment, we’ve been trained to begin the conversation talking about what? Talking about ourselves and our product and our solution, right? So what we try and do is try and have the few seconds of the conversation talking about our solution. Then, we close our eyes and sort of hope that it connects to the person that we’re talking to.

What I’m suggesting here is by you offering a pitch or your solution first, before first engaging somebody in a core problem they might be having, you, yourself are creating the conflict by that approach. So it becomes an “Us Versus Them” conflict in the conversation. Because studies have shown that people connect to problems first before they collect the solutions. I mean, you watch the nightly news on TV – what do you see first in the first 50 minutes of the hour? You see problems, right? That’s what sells. People connect to that. They’re engaged in problems. What do you see the last five minutes of the news? Cutesy stories, right? About all the positive things so, what I’m trying to say here is people connect to other people that understand and articulate their problems well.

When the other person feels understood by you, then they are willing to talk to you and not put their defenses up. So, what I’m suggesting here with this Number 3 is that we have all got to be able to come up with two or three core problems that we believe our system solves for the prospect on the phone or the client on the phone. You cannot use generic business terms like “increase costs” or “decrease costs” or “increase revenue” because that’s too generic and not specific. You have come up with a very specific problem. I’ll give you an example to help make this more real for everybody. I offer *Unlock the Game* as a new approach in selling. If I call the Vice President of Sales, I wouldn’t say, “Hi, my name is Ari. I offer the newest technique in selling and wondered if you’d be open to some new ideas.” Right? I wouldn’t go into a pitch about my solution.

Host: You know, Ari, we've had – like I said earlier in the call – we've had you on our calls, training our staff and our coaches – the coaches in our premier coaching company – and they've got tremendous results from you. In fact, every single person that's ever come in contact with you and listened to how you word and overcome objections, their lives have literally changed because the selling process has gotten easier. And when the selling process gets easier people make more sales.

They feel there's less pressure, there's less stress in their life. They just love what you taught and it really is a complete mind shift set – new way of thinking than the old modeling of selling that really doesn't work. The old way is based on a bunch of numbers games and setting outrageous goals and trying to hit those goals and feeling pressure. This is really completely the opposite of that and everybody that I've ever come in contact with that has experienced your program raves about you.

Ari: Thank you, Ken. Thank you, Ken, and let me just say that what I'm trying to do here is bring back the human side to selling. It's been dehumanized over the years and nobody's been able to come up with a way to bring it back that actually gives you language to use. Not scripts – words to use that are comfortable, natural, and real. That languaging is what's unique to *Unlock the Game* that nobody has come up with yet. You're right. People have ordered this over the last three years and I've only gotten good, positive stories because it's natural and it's not artificial and I appreciate your feedback, I do.

Host: Well, I think the simplicity of it, Ari, is the fact that it's honest. It's just honest. It's just communicating with one another on an honest level and people respond to honesty. They respond and you can build instant rapport and instant trust when you're honest with a person. You're not trying to promote something to them that they truly aren't interested in. It's just an honest, "Here it is, here's what we have," and people go, "I appreciate that."

So, it's getting back to the basics and you created a whole program around that to teach us how to get back to the basics. I've seen this personally and I've told you this before. This is the new way of selling. This is the way that we will sell in the future and the decades to come and it's based on trust, rapport, and honesty. If anybody's on the call and they've been moved by this – what you've shared tonight – I really encourage you, from my heart to yours, to pick this up and to really connect with Ari.

Ari: What I'd first do is find a problem I believe he might be having. In this case, usually a Vice President of Sales has problems with sales teams or salespeople chasing prospects who never have the intention of buying at all. So, my core problem that I'll begin the call with is, "Are you grappling with issues around your sales team chasing prospects with no intention to buy?" So, I'll refine the language for you in a minute but, again, I'm trying to explain to you that you need to be able to convert your features and benefits into a core problem from the client perspective that they're having. Does this make sense so far, Ken?

Host: A lot of sense and I'm wondering, too, is it usually a question that you're opening up the conversation with or is it – because a lot of people, you know, they pitch you with just a statement.

Ari: Yep. What happens is that we've been trained classically to force – not force – but try and put a prospect and force them into a "yes" or a "no" in the first call. That "yes" or "no" creates pressure on people. And *Unlock the Game* essentially, removes pressure from the selling process. So, the way you language out the problem statement is going to engage them in a way that does not shut you down. My languaging in this example, and I'll get into it in a minute with everybody else, would be more about engaging them in a conversation about the problem – not ask them to have it or not. That's all refining the wording, but I'll that's what I'll get into in a few minutes, but that's where it's all going.

So, at first this is a shock to people because they're so used to using their confidence based upon their knowledge of the product is the way they have that conversation. What I'm trying to say today is you have to shift from talking about your solution to being able to talk about the problems that your system solves for people on the first call.

Host: You know, that just brings back old memories for me when I used to be a stock broker, we pitched people. "Hi, this is Ken Foster. The reason I'm calling is new municipal bond that just came out that's yielding 10% interest and I'd like to know if you have an interest?" Total turn off to most people, but that's the way we pitched.

Ari: Right.

Host: I'm interested into getting down into the dialogue with you. I'd like to see how can we re-dialogue this?

Cold Calling Secret #4

“ Start With a Dialogue, Not a Presentation. ”

Ari:

You got it! That’s where we were coming next. Number 4 is “Start With a Dialogue, Not a Presentation.” This is the part where I want us to begin to think about the goal of the call. The goal of the call is to create a two-way dialogue – not a one-way pitch because two-way dialogue engages people in a conversation. We’re not going to set the person up for a “yes” or “no.”

This approach is not designed as a technique or a trick – to trick someone to buy something. This is designed to engage people into a natural conversation, as you would with a friend. So both of you can determine together if it’s worth your time to pursue or not. So you can leave the call or pursue the call on both of your terms.

The key to think about at this point is to not assume – not make an assumption in your mind that you believe this prospect should buy what you have, right? Even if you have the profile of your client who you believe could really use your services, if you mentally assume that in your mind before you make the call, they can pick that up a mile away. Even if you’re genuine and honest, and that’s the key that you have to think about today is that you have to be very aware that you’re not mentally assuming the sale before you call. Does that make sense?

Host:

Yeah. I guess what I’m getting – you know, we haven’t got to the solution yet. I’m hearing in your voice that it’s about genuine sincerity and you’re saying sincerely don’t be approaching that as you’re going to sell this guy.

Cold Calling Secret #5

“Open Up the Call – Open Your Call With Your Core Problem Statement.”

Ari: Well, because logically, you don't know if they can buy it or not, right? You have no information about their decision making process. You have no information about their budget. You know nothing, so by you assuming that you're going to sell them something on that first call, you are setting yourself up for a failure. That's the whole problem with traditional selling.

Let's get into it now with some the languaging and what you say on those calls. Number 5 is “Open Up the Call – Open Your Call With Your Core Problem Statement.” Hopefully, you've thought about what problem you solve for people. I'll use my own example here. But let's go take a step back and go into the first couple seconds of the call. The *Unlock the Game* approach teaches this approach. When you call somebody, you wouldn't begin with, “Hi, my name is Ari. We offer you....” There's no pitch happening here because it does not create dialogue, right? What you'd begin with is this – you'd begin with, “Hi, my name is Ari. Maybe you can help me out for a moment.” That's all I'm going to say. That's the first thing I'm going to say.

Now, how would you respond or would most people respond to a relaxed opening phrase like that, Ken?

Host: I would say, “Well, what can I help you out with?”

Both: Laugh

Host: I mean, that's the first thing that would come to my mind! Sure. I think most people, you know, when somebody asks for help, we generally respond, “Well, how can I help you?”

Ari: That's right. It's a natural reaction that almost everybody will respond with. Again, this is truthful. I'm really looking for help because I have no idea that I can help them or not. That's why this all stems from honesty and truthfulness. That's why you're in a very good place to begin with.

Ari: So, they say back to you, “How can I help you?” Then what I’m going to do is I’m not going to give them a pitch about what I have to offer. What I’m going to do is go right into the problem that I believe that I can solve to see if this person has that. So, here’s the language that I’m going to use next. “I’m just giving you a call to see if you folks are grappling (... and the key word here is ‘grappling’...) with any issues around your sales team chasing prospects who never have any intention of buying?”

Host: “Yeah.”

Ari: So, I’m stepping directly into their world in one phrase. I’ve given no pitch, no introduction, nothing about me. I begin the conversation then go right into the person’s world. OK? And here’s what usually happens. There’s two directions at this point, right? What happens is, they might say, “Well, who’s this?” which is completely expected. I’m not recommending you hide who you are. I’m suggesting offering it when it’s appropriate in the conversation.

Offering it too early on can create a problem, as you know with traditional selling. So when they say to me, “Who might this be?” I’m going to say, “I’m sorry. This is Ari and I’m with *Unlock the Game* and I’m just calling...” and guess what I’m not going to do right now?

Host: Go into who you are?

Ari: I’m not going to give him a pitch about my solution.

Host: OK.

Ari: I’m going to go right back to the problem. “I’m just giving you a call to see if you, or your folks over there, are grappling with issues around your sales team chasing prospects who just don’t have any intention of buying.” Now, where is the ball at this point? Whose court is it in?

Host: It's in their court.

Ari: That's right. So, what I'm doing is I'm lowering the resistance as a way to do only one thing. Not to make the sale – it's premature – but to open the conversation and to develop enough trust to be viewed as a trusted advisor – not someone trying to push a solution. That is the languaging that is used on those first calls. So, traditional selling says to call and ask a lot of questions to learn about someone's business. But the problem with that is that people don't like you fishing with questions about who they are, right?

Host: That's right. Absolutely right. That's a turn off. "Who are you?" "Do you own a headset?" "Do you have a telephone number?"

Ari: Exactly. "How's your business going?" "Do you have any problems with this?"

Host: "What are your sales?"

Ari: Exactly. Right. So, the ownership is on you to be able to come up with the core problem that you believe the majority of your clients have. If you don't know what that is, simply go back to your previous clients and ask them. Ask them, "What were the two or three core problems that you had before you bought our solution? And now, what problem has gone away?" And you'll be able to get it that way, OK?

So, it's a different way of thinking that if you can gather that data and use their language, you'll lower the resistance on the actual call. That's the opening phrase. I'm sure, for a lot of you it's been a shock because you're used to giving a formal presentation. You could go ahead and do that but expect The Wall to hit you.

Host: You know, you could use this same pitch too when you're out there networking. I mean, I think this is a wonderful way, especially when you're meeting somebody new, to really open the door – to meet and greet other people, you know. It can be working in all kinds of areas.

Ari: You can use this in marketing, networking, in any way, you know. Someone called me the other day and said, “How can I have used this in networking a meeting?” Because what’s happening is he sells insurance. When people say, “What do you do?” he says, “Well, I offer life insurance, health insurance....” I said to him, “Well, what problems do you help people solve?” And after a few minutes of conversation, he was able to come up with the phrase that says, “Well, I help eliminate the risk that if something happened in their life unexpectedly, they’ll be financially distraught.” I said, “Really. Now that is powerful. That’s what your core problem statement is going to be on every interaction with a first potential client.”

Host: That’s a wonderful question to just ask when you meet somebody at a networking event. You know I mean, for me it would be. A lot of times, people stumble with what their product is and what they even do. These are wonderful questions. You know, “What does your product solve?”

Ari: You’re going to find a lot of people struggling with – a lot of people struggle with this concept because we are so used to – it’s so engrained in our mind to leverage the call based upon what we know about our solution. And the problem with that it’s been so overly used and causes a rejection that you have to be able to step out of your own solution and convert it into a problem you can articulate using the language of the clients. And that’s what builds trust on the call which is a missing link in the whole process of cold calling.

So, if you can understand the concept and use it, then you’ll find very pleasant people willing to talk to you and without getting the push-by that you’re used to. So that’s Number 5. It’s a big one but it’s the most important one to articulate because, once you get it down, you’ll never ever go back again to the old way because it’s so much more pleasurable.

Cold Calling Secret #6

“Recognize and Diffuse Hidden Pressures.”

Host: Yeah, it makes a lot of sense. What's 6?

Ari: Let's go to 6. Number 6 is “Recognize and Diffuse Hidden Pressures.” OK? So, one of the few things you might have noticed as I began that call in this role play a few minutes ago – and I'll mention a few things – one is you do not hear a lot of enthusiasm from me on the first call, right? Like, what's the risk of extending enthusiasm on the first call to a potential prospect? What can go through their mind?

Host: Well you know, if my state happens to be really down at that moment and you come to me with some “rah-rah” pitch, I guarantee you I'm not going to listen to you. We've got a mismatch even on stage, from my point of view.

Ari: Well, enthusiasm basically sends the message you're assuming that what you have is the right tip for the client. That's usually back step one again. That creates the problem. You must be able to engage people in a natural conversation, as if you're calling a friend. The natural, calm voice with a relaxed tone, like myself, easy going. Because that elicits a response back. If you show enthusiasm, that triggers the immediate rejection that happens on the phone.

That's the whole reason behind the numbers game. That's where it came from. The numbers game concept came from someone calling someone else, triggering a rejection, getting hung up on, and someone's boss saying, “Call somebody else.” You see, so it's not about how many people you call, it's about what you say on that call and how you come across. That's what *Unlock the Game* is now exploiting and taking advantage of to help people understand where they're hitting so much resistance.

So, on Number 6, “Recognize and Diffuse Hidden Pressures,” you're going to make this call and you will get some resistance back only because people are so used to, and so sensitive to any kind of outbound calls. I've come up with some methodologies around how you can begin to diffuse if you do get some resistance back from people. If you do get a response like, “Oh well, we already have a vendor for this problem.” You know, what's a typical response? What do people respond to when the salesperson hears the response of, “We already have a vendor.” How are we trained to deal with objections typically?

Host: Well, sometimes you'll say, "OK," and, "Who do you know that may have the problem?"

Ari: Right. So we teach them to divert off?

Host: You divert off.

Ari: Or we try to overcome it, right?

Host: Overcome the objection, of course. "I understand that but you don't know about my product because we have 'xyz'"

Ari: That's right. What happens – we jump back in the selling mode again the moment we hear an objection. That's traditional thinking is to overcome it, go past it. What I'm trying to is the goal here is to diffuse. Diffuse any pressure left in the conversation. To reopen this conversation again to allow the other person to hear or you to talk about what's happening.

In this example and what I teach in my program is when someone gives you an objection like, "We already have a vendor," the first step is to diffuse and so what you might say is, "That's not a problem." "That's not a problem" is always the way to diffuse the tension that might exist beneath the conversation. You respond with something to the effect of, "That's not a problem. I'm not calling to replace who you currently have. I'm just calling to see if you'd be open (... and the operative word here is 'open,' – 'open' as in 'different ideas'...) based upon what you folks may not have right now."

Host: Yeah.

Ari:

So, I'm trying to help people here open conversation, not to get shut down. This is not a technique to close the person, to sell what you have. This is a way to use empathy to help the other person relax and not fear you. That you're not here to disrupt their lives. You're simply here to see if they'd be open to hearing some different ideas of what you have. That's a snapshot of what I teach on how to deal with rejection in the materials on that.

Host:

That's outstanding.

Cold Calling Secret #7

“Determine a Fit and If a Calendar Relationship Makes Sense.”

Ari: Number 7, which is the last one, which is “Determine a Fit and If a Calendar Relationship Makes Sense.” Again, “Determine a Fit and If a Calendar Relationship Makes Sense.” Here’s where I’m going with this. Let’s assume the conversation goes well. You’re having a conversation. There’s an interplay back and forth. It’s going pretty well and the call’s coming to an end, to a natural conclusion. What do most people who sell do when they think the call’s coming to an end? What do they try and do?

Host: Well, a lot of times I think they start to panic. The call is going to come to an end. What do they do? Well, you tell me.

Ari: You’re right. Mentally, we panic. We feel like we’re going to lose the opportunity. What we try and do is close the person to an appointment. We try and book an appointment, which of course puts pressure on the other person. We close it based upon the need we hear.

What I’m suggesting is one more component you’re going to have to determine on the first call. Even if you get a need, you’re going to have to ask the question around if the need is a priority to solve. This is the step that most people miss on these calls is they say, “Great, he’s got a need which means he’s interested.” But what we don’t ever ask is, “Is this need a top priority for you or the organization to solve or is it something that can it go on the back burner for a while?” Because some people have needs but don’t have the time or a budget to solve it. It’s important for you to know because you can be led down a long six-month sales cycle by determining a need, but when you discover down the road is what? It’s not a priority to solve.

So that’s the first of how to determine a fit between you and the other person. The last element is at the end of the call you want to uncover the truth of where it stands. So rather than trying to book the appointments, what you’re going to say is, first of all, “Where do you think we should go from here?”

Ari: There's a nice way to engage and elicit how the person's feeling or thinking and to really find out where they stand. If you feel like there's a connection here between the both of you, what you can do is offer what I've created – a concept that I call "A Calendar Relationship." "A Calendar Relationship." What that means is that you can bring up in a very gentle way that – and this is what I might suggest here is – let's say I'm talking to you Ken, OK? It comes to an end, it's a good call and what I might say is, "Ken, here's how I'm thinking. It might make sense if you and I circle back at a certain time and date to connect back together to see where things are between the both of us. Again, this call is not to pressure you or provide you with more information. But something to be available to you for a Q & A session and it helps to avoid the whole chasing game with me chasing you down and you chasing me down so – it's what we call a Calendar Relationship. Would you be open to that idea?"

Host: Yeah, I'd go for that. Sure.

Ari: You're easy Ken!

Host: If it was put that way, I would be open to that.

Ari: I appreciate that – you being genuine about that – because that's exactly what happens. If you deliver this is the way that shows you're trying to help the person avoid the chasing game, and you let them know the next call is not designed to close them, you remove the pressure from the next call ahead of time. Let them know the next call is designed to help them figure out more questions about what you do. Then you lower the resistance – remove the pressure – and what typically happens if you do it right, the other person books the appointment with you!

Host: Right.

Ari: It's amazing, so the whole lesson here is if you can learn how to remove the pressure from the initial cold call, you will find so much success it will really change the way you do business. That's the whole idea behind offering these seven steps, Ken.

Host: You know, these steps are incredible and I know you have so much more. I was just thinking, you know, if you apply these principles on even how people leave messages on answering machines, I guarantee you – there's a lot of calls I don't return quickly just because of the way it's promoted. You know, it's all about them and what they want, what they need. It's like, ugh. You know I'll delegate to somebody else down the line, right?

Ari: Right.

Host: I know you've got a lot of techniques around all of this. So, I'm really curious and I know a lot of listeners now they've got a lot of value so far but I know you've got so much more to offer. Can you tell us a little bit about -- what do you have? How do we connect with you? How do we really, you know – they say that repetition is the mother load of skill.

Ari: There you go.

Host: You've got to repeat this stuff to learn it because I've listened to you several times and every time I get more and more and more. So, how do we connect with you? What do you have to offer here?

Ari: Well, first of all, what I've given you is a framework and I'm sure a lot of you can take what I've given you and use it tomorrow and probably find some success right away. But what you have to do is begin to rewind the tapes in your mind and begin to fill it back up with this kind of languaging.

So, there are two components you're going to have to master here. One is this way of thinking and the next thing is languaging, right? So that you don't sound scripted. It must be natural and what I've done is come up with an approach for every single aspect of the selling process from voice mail to gate keepers to the first call, the proposals, all the way to the end in a very natural, comfortable way so you stop chasing people and actually begin in to build some really good business here. So, I've taken all my content and packaged it into materials for people to have to use.

Host:

The coaching thing itself is worth the value, my friend! I know what a half hour can do to people and changing their lives and changing the way that they sell. Even changing from – you know the word “sell” Ari. A lot of people go, “Oh, man. I don’t even want to hear that!” Well, after you take this program and go through the program, that word becomes something that you’re friendly with and people enjoy it.