



ARI GALPER'S INTERVIEW KIT

1. ABOUT ARI

Ari Galper, Founder & CEO of Unlock The Game®

Ari Galper is the **World's #1 Authority On Trust-Based Selling** and creator of Unlock The Game®, a new sales mindset and results-oriented approach that has revolutionized the world of selling. With a Mastersdegree in Instructional Design, which strongly analyzes the way people learn, and supplying nearly two decades of experience in direct selling in a variety of industries, Ari has pioneered a breakthrough sales system – Unlock The Game – through his experience working with iconic companies such as UPS and QUALCOMM over the past twenty years. Built on the concept of authentic communication and trust, his visionary approach to selling relieves the pressure for both the seller and buyer, producing profound results. With over 45,000 subscribers, clients and members (growing at over 1,000 per month) from 38 different countries, including business owners, entrepreneurs and sales professionals, Ari has trained the best of the best and continues to be the most respected and followed sales thought-leader in the industry.

Ari has been featured in a multitude of leading sales and business books for his unique and special trust-based sales approach. Interviewed on networks such as CNN Money and Sky News, he has become the foremost authority on selling around the globe. As a sought-after international speaker, Ari presents at sold-out sales seminars and various corporate training events where he demonstrates his ground-breaking methods, making live sales calls in front of audiences. He has shared the stage with fellow entrepreneurs, including Joan Rivers, Mark Victor Hansen, Dan Kennedy, Harry S. Dent, Christopher Howard, Bill Glazer, Alexandria Brown and many others. His strategies have been used by countless global organizations throughout the world.

Ari's mission is to help business owners, entrepreneurs and sales professionals, break through their fears of selling as well as create a better lives for themselves, their families and, of course, their clients. Unlock The Game is quickly becoming a the standard for how to create genuine trust for anyone who sells a product or service.



2. TEASER TEXT for Interview

"How to ELIMINATE Personal Sales Rejection Forever... And Make More Sales!"

The sales techniques that we were taught by the "sales gurus" contradict everything we know about what it takes to build real relationships. But isn't selling just another human relationship – a business relationship? No one likes to be pushed and no one wants to talk to someone who is only out to get what they want.

If you flick through most of the sales books and training manuals today, you'll find a constant flow of messages like, 'Focus only on closing the sale'; 'Be relentless'; 'Accept rejection as a normal part of selling'; 'Chase the sale'.

In short, get the sale at the expense of the human relationship.

Chasing the sale makes selling a gut-wrenching and painful process both for you the seller, and your buyer.

Ari Galper, the founder of the best-selling sales program Unlock The Game®, has "cracked the code" on how to make the shift from chasing the sale to building authentic relationships based on trust, authenticity and integrity -- creating more sales than you could ever have imagined!

You'll kick yourself later if you miss Ari's presentation.

Unlock The Game® has helped thousands of business owners break free from sales rejection along with substantially increasing sales results.

KEY BULLETS

- Eliminate pressure and tension from the sales process
- Rip up your sales scripts and easily get your message across
- Stop chasing prospects and gain the respect you deserve
- Get rid of your "fear of phone" once and for all
- Stop "pitching" and start problem solving



3. INTERVIEW OUTLINE

Opening:

YOU: UTG taking the selling world by storm, directly challenging traditional selling with tremendous results so timely at a time when trust is at it's lowest point in the business world . So Ari....I'm sure all of us can't wait to hear how you're going to help us eliminate sales rejection Tell us your story and how you came up with your breakthrough sales program...

Ari tells his story:

(Ari's notes to himself below)

- "Pressure"
- "The Wall"
- "Chasing Game"
- "Fear of telling the truth" Hurt your feelings
- What goes through your mind and body when you think about Having To Sell?
- Something has changed
- Do not call list, how many on it? Why was it created?
- Time for a change of mindset

YOU: Wow, what a powerful story, so tell us more...you have some sales myths you'd like to share with us?

Sales Myths

- "Selling is a numbers game"
- "Sale is lost at the end - at the beginning - hello"
- "Focus on the sale - focus on the truth"
- "Overcome objections - diffuse objections"
- "Rejection is part of selling, macho, got to be tough, rubbish"

YOU: Well Ari, tell us about your 3 Mindset Principles that you teach that are the foundation of Unlock The Game:

Three Unlock The Game Mindset Principles



1. Diffuse Pressure

- "Where do we go from here"
- forward momentum
- Open to yes/no
- Objections - Overcome vs. Diffuse
- Fight or flight
- "Not a problem"
- "Don't have the budget"
- "Using someone else"
- "Price is too high"

2. Get to the Truth, Not the sale (no more rejection)

- "Send me information"
- 3 hidden agendas
- "Inbound call - Hiring a sales trainer"
 - Phase 1 - collecting info
 - not a decision making, just curious, no budget - Got To The Truth

3. Problem-solver - Trusted advisor

- Replace a "pitch" with a problem-statement
- Focus on THEM not you
- Cold calling/Inbound leads
- Convert benefits to problems
- What problems do you help solve

You: Ok Ari, so how can our listeners make your Unlock The Game Mindset a permanent way of thinking?