

UNLOCK THE SALES GAME®

The World's #1 Authority on Trust-Based Selling

Lesson #1: Introduction to Trust-based Selling

Narrator:

Ari Galper was born on the 19th of September 1966 in San Diego, California. A promising athlete, Ari went on to study at UCLA where he was an invaluable member of their top-ranking national debate team. During this time, Ari started to step into the world of sales and success. Month after month. Ari was number one in sales for the companies he worked for.

At age 21, Ari was already showing his colors as a young entrepreneur, starting his first business, Cellcom, in 1988. After his first business venture, Ari moved to Atlanta, Georgia for bigger and better opportunities and was immediately discovered by the Fortune 100 company UPS with his innovative business card mini resume. Having first-hand experience working with thousands of salespeople from all around the world, Ari discovered a new way to sell based on integrity and trust without using sales pressure, which was the foundation for his groundbreaking new sales approach, Unlock The Game.

Ari:

Your goal is no longer the sale anymore. Your goal is the truth.

Narrator:

Ari became a top sales expert and was invited to be a key contributor in many best-selling sales and business books. His unique sales insight has been featured on forbes.com, CNN and Sky News.

Ari:

They immediately start selling something, they get rejected they walk away. What they don't realize is rejection is triggered by what they're saying or doing. There are certain things you can do to remove rejection and still make the sale.

Narrator:

In 2003 Ari moved to Australia, where he married his soulmate Michelle and had three beautiful children, Toby, Nathan and Jamie. With a master's degree in instructional design, Ari is now recognized worldwide as the number one trust-based sales expert. And Unlock the Game has tens of thousands of subscribers from 38 different countries.

Ari:

Those of you who were at my original talk, if you remember, I showed this diagram on the screen. At the time I walked through what I believe was your basic sales model, which started with an ad or an invitation to bring people to a seminar, right? Radio, direct mail... And then from there you make the presentation at your seminars or in your office. And then from there, someone calls your office to confirm the meeting, to make sure they show up for the free consultation, right? That was what I had

before. And then they meet at your office, hopefully the meeting goes well, right? And then hopefully, it closes. And if not, you end up following up to get the rest at the end, a lot of follow through.

That was that was the original model I showed you guys back in Pittsburgh. And of course, the concept was if you insert trust, inside every step of this process, the wheels have to move a lot faster. You get a breakthrough all the way around your models when you begin to identify where you're missing trust along the way. So after my tour, being under the hood of these four or five practices every single day, I discovered within your model, that there is a massive opportunity that's being missed right now. And it falls between these two steps here, which is from the time the first inbound call comes. I think most of you go to a call center now, right? There's an opportunity, a massive opportunity, if you can actually create trust early on in your model, a tremendous amount of authentic trust before they actually come to your seminar.

Because what's happening now for a lot of you folks is your most of the emphasis occurs at the events when you're trying to sell and close along the way. But if we can rearrange the model a bit and insert a trust-based practice early on, using your shock and awe, using a conversation, using our trust-based languaging with your staff and yourself, they'll come to your presentations already pre sold on you and your staff.

To begin, let's talk about the truth. Let's talk about five, I think I had four in the book, let's talk about five barriers, I came up with one last night. About five hidden barriers that are happening all the time. Five hidden barriers stopping you from turning your business into a sales machine. Okay? Let's start with number one. Sales barrier number one. My guess is "You don't want to be connected to this negative salesperson" stereotype, right? None of us do. We don't want to have that impression attached to us.

So what do we do? Over here is where a lot of you are right now. Over here, you're playing a role, you're being a salesperson. You're changing who you are, the words you say, the way you come across, even though you're probably easygoing and relaxed with people. Your clients will push back away from you. So a lot of you on this side of the fence over there.

What needs to happen is to bring you over here to becoming your natural self again, that's detached from that salesperson stereotype, to free yourself for finding your true sales potential. Make sense so far? Let's try some more deep stuff here to open you up a bit.

Number two, my guess is "You don't want experience rejection, right?" Nobody wants to experience that feeling of getting the no. So what do we do? What happens is we resist selling, we just outsource it, we don't do it anymore. Instead, I figure out a way to actually eliminate rejection forever. But I'll say this again, I have the only method in the world to remove rejection from the process forever. And it's based on triggers, three triggers that you're actually doing without even knowing it, causing other people to actually push back on you. Would you like me to tell you what those are today? Those triggers, if you knew what those were, imagine the power to remove that fear from your mind, to have that control, to have that posture to have a dialogue without having that happen to you. And I promise you, I will give you that today. Okay? Beautiful.

Number three. My guess is also "You don't want to have to defend yourself." You don't have to answer, "Why should I go with you" and defend your product because you know what happens? There are lot of

you right now, while you're over here, you're in fight or flight mode, right? Someone says, "Why should I go with you" and what do you start to do? You start to defend, you fight. If you don't fight, what happens instead is that you pull back, you fly. That's the problem now, we're so extreme that we either push hard or we do nothing at all and lose all that money in between.

So the goal is to move you over here. Get you centered like a rock. How does that sound? To be essential in yourself, to not have the fight or the flight but to respond in a natural way to allow the truth to emerge. How's that sound?

One of you asked John a question earlier about languaging, right? What languaging do you discuss with your people in real estate? Well, we'll be discussing today a whole bunch of conversations around trust-based languaging that I've invented over the last 10 years. It will blow you away. It's probably what you were looking for when you came here. You're looking for ways to communicate the brand to clients and without having to push, right? Does that sound good so far? I'm layering in the process here. Okay?

Number four. "You don't want to have to chase people." Who in this room has a pipeline they're chasing? Who in this room have potential customers you've called, you've emailed, left voicemail and they have not called you back? Oh, a few people, okay, probably more than one a minute. That's called chasing people. You know what it's really called? it's called chasing ghosts. And many in this room right now in your business are chasing what I call ghosts. People who raised their hand showed interest and you're now chasing the process and you're following up, right? But there's nothing happening.

What needs to happen first of all is that we get rid of these ghosts all together. We need to figure out a way, a methodology, a system to be able to actually identify who is a fit, whether your customer fits, who fits so you can make a sale happen without pressure. I heard the story from Venus at break, you have to hear the story, she purchased some of my materials and used that and had success. If you want to share the story later on, but I'll keep going right now.

Last one, I put it in last night, which is happening all around me right now, is that me and you, "We have become really good at broadcasting, not connecting," right? We're getting good at being behind our computers. ...Facebook and Twitter and email. "Oh yeah, I'm gonna broadcast to my list. I'm broadcasting." It's become so much easier, and we've lost the ability to actually connect with people.

What happens is, we're detached from human beings, aren't we? More and more every day with technology. That detachment pulls all of us away from the ability to capture people at a level where they trust you, where they want to work with you. What needs to happen is, we need to move all of you over here to where you can start listening again, connecting again, understanding the truth. Does that make sense to you so far?

I'm gonna work on your current mindset. I'm gonna deal with some of your myths in your mind, clean that out a bit, then layer in the new ideas. Sound good? Okay? Perfect. Here we go.

Sales myth number one. Can you tell me if this sounds familiar to you or that you would recognize this one? "Sales is a numbers game." Where did that come from? Anybody know? That idea? Came from a salesperson making a phone call getting rejected, and their boss said what? "Make another one. Just keep calling." It's all about how good you are and making those calls, right? Because that's what it's all about, how good you are burning through leads to get the best opportunity. Well, let us tell you right

now in this economy in this day and age, that is archaic. What has changed is that it's not about how good you are at connecting with people on a fast level, it's about how good you are at connecting deeply. One on one. How good are you at building trust in the conversation? How good are you at listening, bringing up the client's problems? How good are you at connecting? Not how good you are playing a numbers game. And most companies run their companies, their sales teams, based upon the numbers. They accept attrition. They accept loss as part of the game. They have no idea the money's not being lost in the numbers; it's being lost in the conversations. You with me so far? You may be like, "Whoa, we should be listening to conversations? I thought this is supposed to be about selling." That's where the money is, it's in the conversations that everyone's missing even today.

Number two is, "The sale is lost at the end of the process." Who in this room has had a potential customer where you've gone through the process, made a presentation, it went really well, you almost had this deal, and it fell through at the end? Just did not happen. Had that feeling before? So what do we start saying to ourselves? When that happens, what do we start saying to ourselves when we lose that at the end? What do we say?

"Ah, I didn't close." You blame yourself. What went wrong? We realize, especially with this economy, the sale is not lost at the end of the process anymore. It's lost at the beginning. In fact, it's lost at "hello." And I'll prove it to you right now. If someone called your office on Monday morning and says to you, "Hi, my name is, I am, we are..." what goes through your mind in about three seconds?

It's over at hello. It's over at hello.

And this in itself could be a massive shift in your thinking you begin to realize that your trust and your ability to make a sale is happening at the beginning, not the end, because what happens if you build trust in the beginning of the process? What happens at the end if it's the right fit? It happens naturally, right? The sale, doesn't it?

Who in the room, for their company or in their business, has made a sale before without even trying? It just happened. Like no resistance. It was so good. Right? So what you did subconsciously, I have put into a conscious system. Does that make sense? That's powerful to have a way that you look out and say, "Wow, I can do that every single day of my life." That's what this is all about. Okay, let's try another one.

Is this new to you at all? "Overcome objections?" What can happen if you attempt to overcome an objection, if what they're telling you is true, what will be broken right there? Trust, exactly. So in our world, you don't overcome objections, we actually diffuse them. Take the pressure out to reengage the conversation to see if we're a fit or not.

Last one is this. It's always been about this until today, for most of you in this room. "Focus on closing the sale," right? Tell me if you agree or disagree with this one. I will tell you this. In this economy, it's not about focusing on closing selling more, it's about focusing on creating trust.