

# UNLOCK THE SALES GAME®

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

## Lesson #2: Shift Your Mindset

### Narrator:

Welcome to Lesson 2. Last lesson Ari walked you through barriers and myths around selling that are still sitting in the back of your mind. Today, he will start to shift your mindset to help you open your mind to a new way of thinking about selling. Firstly, let's discuss what you've experienced so far.

### Ari:

Mindset applies to salespeople and non-salespeople. This approach and mindset really apply to anybody. Whether you're a salesperson or non-salesperson, say you're in your own business or an entrepreneur or a professional, and you need to sell your services in order to grow your business, this approach will apply to your environment. So it's not just for salespeople, per se, it's for anybody, a home business or someone who simply offer services to others, consultants, coaches, insurance agents, anybody who really is not comfortable with the traditional way of selling and not comfortable with the idea of pressuring other people. But for people who really are looking for a way to do it much more naturally that feels good to them and because they can be themselves.

The sale is lost at the beginning. In my opinion, and based upon this mindset, the sale is not lost at the end anymore. The sale is lost in the beginning. Traditional thinking is that the sales lost at the closing. And people always ask, what happened at the end? What I'm suggesting is, if you don't build trust at hello in the beginning with someone and they don't believe you're not associated with a negative image of a salesperson, you're gonna have a very hard time getting the truth of the situation with a client.

So unless you start in the beginning at a trust level, without them feeling like you have a hidden agenda to make the sale, then you'll find you'll begin to do more work into the sales process. You'll have lost it early on because you play more games with the longer sales cycle and never really know where you stand. In fact, a lot of people have discovered once they own this mindset, they go back to their current pipeline and they realize that they have clients right now they're working with, who they've spent two months with, have sent sensitive information to, have shown interest, and have had good meetings that have totally dropped off the communication path. No callback, nothing.

What we discovered is the sale was lost in the beginning because we were never able to uncover the truth of the client. Maybe the truth is that they have no budget, none of the decision makers have decided yes or no, we don't know the truth. That's the problem. So unless you start this right in the beginning, and change your behavior in the beginning, then you'll find yourself chasing people down a path that goes nowhere.

So what I've observed in my background, and what got me to this point of developing this approach, is that a lot of people out there who need to make a living through selling their services, find themselves doing certain activities and selling in a way that's uncomfortable for them as well as a customer, where they might find themselves pursuing someone who really has no interest in buying any way. And yet

they feel obligated to pursue it because the traditional way of selling is that you should basically pursue anybody shows interest and follow through with that. And my whole approach really questions that whole notion to shift your view on the process from not focusing on making the sale anymore but focusing strictly on identifying the truth of the client's situation, the truth may be that they don't need your service. And if you start the sales process with that frame of reference, then what it does for the salesperson is it relieves the notion that they must pursue and the pressure they may have to make the sale. What it does for the potential client is it makes them feel much more comfortable and safer that they're working with someone who's thinking about them and not themselves, meaning not the salesperson's point of view, but from their point of view. And I think that's the whole shift here, it's basically helping people who are who are the seller not think about their goal of making the sale, but putting that to the side for a moment and strictly being in their potential customer's shoes, and allow them to really dialogue in a very open manner.

Most people are taught a linear sales model to selling. They're taught a step-by-step process, a start and an ending point. The start is the opening, and the ending point is a closing. The problem with that is you may have a linear process for making the sale, but the client may be on the wrong step as you. So if in your mind you're thinking "I should be on step three right now" and you call them back to ask them more questions about their problems, but they're still on step one, meaning they don't trust you yet, you're in complete misalignment with a client's point of view.

So the issue with linear models is you're applying a mental model to someone, a linear process to a dynamic world. A human being has emotions and stereotypes and feelings. And if you use a linear process to make a sale, what you're doing is you're applying a model to somebody else, for your own objective of making a sale. This, as opposed to this approach, where you don't think linearly. What you do is you think in an open manner, and you don't focus on the next step. You allow the client to take you to the next step, without you pushing them forward.

So the process itself becomes linear because the client will take you down their path, instead of your path. So when you force a process on somebody else, unfortunately, they sense that you have a process and you're not mapping to their world. It's very subtle. But people pick it up when you're trying to go to the next step. And this whole mindset is about changing your approach, not about learning new techniques to make the sale or manipulate people. It's really about how you begin to be comfortable with the fact they don't know if the sale is a yes or no. Because you being comfortable with that end result, and not focusing on it, allows you to be more present with the person you're with. When you're more present, people are more apt to tell you the truth.

You don't lose control here, actually, what happens is you relinquish control to the client to allow them to bring you down their buying process. So you can still be focused and uncover the needs that you want from somebody. But you don't feel like when you're talking to somebody, you have to be one step ahead and you're thinking "where do I go next with this conversation?" You're letting it evolve naturally, where the client wants to go.

So they want to say to you, "Send me information." Well, that tells you something about where the conversation is at. They say to you, "I think what you said makes sense, come to my office because we want to hear what you have to say," that tells you something else. So you have to give permission to the

client to be able to feel comfortable to tell you where they truthfully stand, to allow yourself to feel like you are in control, without having to force a process on top of the client.

Now, I find a lot of people that I run across who hear this approach, their first reaction is, "I've been in sales for 30 years and I already do this. I don't pressure people and I don't pursue people and I'm relaxed with them." And it's interesting because I think a lot of us default to this approach, but what I've done is go a few steps further and basically provide some framework to make people for the first time consciously aware of their approach or how they work with people, as opposed to just doing it by default. Because what you'll find is, when you're more aware of the interaction, you'll begin to grow and expand and try new ideas and new things to be able to make yourself more effective.

This really is a transformation of your mindset. Basically, you don't have to memorize any steps. There's no system here to understand this. This is not school or a training class where you have to memorize matrices or a method or structure. This is really unhooking the structure you're holding on to, to give yourself more flexibility to be able to be yourself and communicate easier and release words and phrases that you would love to tell a client but don't do now because you feel like it's not in your role.

So this mindset is an unhooking process. Once you unhook what happens is you're not comfortable going back to the old way again. And everyone who's adopted this approach has said to me, "I'll never ever go back to the artificial way of selling because they know it feels uncomfortable, and the clients feel uncomfortable. And it just feeds the negative image that we all are trying to move away from. There's a whole movement away from negative pressure selling. And this is the way to unlock that game.

This approach really humanizes a process and the process of selling, which for years has been very mechanical and very artificial. And there are still many programs out there that teach other people how to be in a role, but it's uncomfortable and artificial and many of us are uncomfortable with that idea of receiving that. So selling, unfortunately, has a very negative impression, and the whole notion here is to disassociate yourself with that image and to be aware for the first time that you're doing certain things that may cause people to feel like you're there for you and not for them.

And that's the shift over. That's the mindset. And it takes a while to get there. But the more you begin to let go of the pressure on yourself, the more you can begin to open up your mind and have a conversation with somebody.

How the mindset changed me basically and changed my life was that I found, when I began to let go of the goal of trying to sell something to somebody, I found that I was able to let go of my own needs in other areas of my life and think about other people's needs. And that is such a universal truth and a universal way that people build trust with other people. And I think when I was able to let go of my goals for a bit and help other people, what happened in my life was that relationships got better, my personal life and my business went through the roof in terms of opportunities and sales because people actually would call me to see how I could help them. Because they knew when they called Ari, they were not going to be sold anything. They were going to speak with Ari in a way that they can have a problem being solved.

What you'll find is if you continue to sell the way you're selling now, without shifting your mindset over, you still might be successful in terms of making your numbers or making money, but what you might

find is you're losing opportunity every single day because your clients might feel some very subtle pressure from you. And here's the interesting thing. ... A potential client will not tell you and give you feedback on your approach unless you're really aggressive. But typically, you'll never hear someone tell you, "You know, Ari, you're slightly aggressive with Nick. Can you slow down a bit? Too much pressure. Why are you so hungry for the sale?" We'll never hear that, do we? We never hear that.

So what I'm suggesting is, we have to hear it ourselves. And when we hear that, then we begin to change who we are.