

# UNLOCK THE SALES GAME®

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

## Lesson #3: Diffusing Pressure

### Narrator:

Welcome back to Lesson 3. Today, Ari will be covering the first of the three foundational principles of the mindset. It's important to understand that we will be revisiting these concepts in many different ways over the coming lessons. The purpose of this is to gain a deeper and deeper understanding of the principles and how to apply them in your life and business. But for now, let's discuss what you've learned so far.

### Ari:

Okay, let's get going here. We have a lot to cover. We're gonna cover the foundation now, the mindset, the mental framework of how to stay centered around this philosophy. We can layer in things after that to allow you to make this natural for you, to begin to think about people not as prospects anymore, but people as people. This is a real shift in thinking because we're focused on trying to get the target, get the market, get the prospect on the phone. And when we view them that way, it is hard for us to be able to bring out our ability to connect with them. Does that make sense?

So one shift has to be about focusing on looking at them as people, not just prospects. We'll talk about some principles behind the mindset, the underlying principles behind the concept, so you can get a better idea of using this in real time with your customers. The first principle behind this mindset is to always be diffusing pressure, that pressure we've talked about that is underneath the river of our conversations.

And the whole concept behind my philosophy comes from a martial art called Aikido. Who's heard of Aikido? In traditional martial arts, when an attacker comes at you with a punch, what do you typically do? When it comes this way? What do you simply do? You push back, you block, you kick, right? There's pushback with pushback. With Aikido, when someone comes at you, rather than blocking them, what do you do? Instead, you take their energy, and you diffuse it to the ground, so nobody gets hurt. That's the concept behind that. And so the martial art of Aikido is very much how we're going to implement Unlock The Game in your conversations, so you can feel the energy coming your direction.

When someone pushes back at you, right now what do we do? We try and go over it or we retreat. Now when it comes at you, you're going to diffuse the pressure. Does that make sense? To have the confidence to know here it comes, she's putting pressure on me. I'm not gonna attack. I'm not gonna run away. I'm gonna diffuse. It's powerful. Would it help you if I showed you a quick video clip of this martial art to watch it happening? Because the more you see it, then the more it becomes part of you. Okay, let's see how we go here. ...

*"It doesn't look like fighting, more like a quiet dance. And that's the beauty of it, Aikido. It's an elegant martial art that teaches one to propel an attack by staying calm, to greet a punch with grace, not aggression. Somebody is giving you that aggression. If you give it back to them, it's going to explode. Michael Veltri runs the Aikido dojo on Connecticut Avenue. He is the sensei or master teacher. He is also*

*a former Marine who studied Aikido for 10 years in Japan to learn the art of not fighting. 'We have a fire burning, and you can add more fire to it to try and burn it out. And that's adding aggression, or you can throw water on it and put it out.'*"

Does that make sense? The concept behind that? By seeing that visually, now you can think about it. Where you need to be in the dialogue to diffuse that pressure? Who in the room has made a sale before without even trying? It just happened naturally? So what was that? When did that happen without the friction? Without whatever, maybe Derek? Tell us about your story? What was that like for you? In terms of the feeling of that?

**Audience:**

I guess it's just when things flow naturally, when just pick up the phone and you talk to them. And the person just opened their checkbook and wrote the check. ...

**Ari:**

So it was that feeling of no resistance, and it just happened naturally. And that's exactly where we're gonna go with Unlock The Game, to allow you to see the pressure coming to you ahead of time, to know how to diffuse it. And it comes at you through languaging. It comes at people trying to play the game with you, saying things like, "Why should I go with you versus someone else? And what do we start to do when we hear that, to ourselves? What do we instantly start to do? What's our reaction? We start to defend ourselves. Because the only reaction we know in our bodies to do when we feel we are under attack, we either defend or we retreat and do nothing. We don't even play the game anymore. Make sense?

So the idea behind the mindset is to give you a centered concept to stand still, when you see it coming direction, you can diffuse it and be confident in all your dialogues with people where there's any kind of conflict. Does that make sense? There's power and freedom in that, to have a self-confidence, and that's what we're gonna achieve today. So, what we're trying to do here is move away from the conflict because the more you have conflict against someone else, the more you push, they push back, and it becomes an issue. And when you collide with people, it creates skepticism and the wall goes up between two folks as people.

Let me tell you a brief story. Something happened to me recently. Most of you in the room know what a gatekeeper is, right? I've got three gatekeepers, three that kind of protect my time to make sure I can get through my day. And recently, somebody called from our website and got through all three gatekeepers. All three. Pretty good, huh? I know!

And my phone rang at my office in Sydney. And I looked at my watch, it was an unscheduled call, which is really hard because all my calls are pre-scheduled. It's not family because I can see the number on there. So I pick the phone up and say "Hello, this is Ari." And this gentleman, who comes from a big company in Australia says, "Hi, my name is John. I'm with XYZ company," a big company in the country. He says, "We're just calling you and two other thought leaders in sales. We're looking to bring in a sales trainer, we're looking at you and two other people. We're in phase one right now, looking to check out check you out and see if you're a fit for us. So tell me, why should I go with you? And why are you the

best for us? He's calling me to start selling! He's putting pressure on me. He's pressuring me. He called the wrong guy at the wrong time in the entire world to put pressure on.

That's the game, right? What happens when you get a call like that from someone who's got a big company name and says all those things you want to hear like, "We're looking at you" and what goes through your body? All the energy, right? You got to perform. You got to start to explain why you're better. You got to you got to start selling. None of that flowchart. You got to start doing it, right? Forget the flowchart. Oh my god, right? That's just human reaction. That's how you react.

We don't have a model like this because they want to pull you back into the game. Because that's what they expect you to do. That's all they know. That's all the person knows to do, and he expects you to start to do it. Start dancing a bit, right? I'm sure it's happened to somebody in this room. So I get this call. He says all this to me, I take a deep breath, stay centered and I lower my voice. I say this, here's what I said. ... "Well, isn't that interesting? Because over here at our company, we have a very similar process to you. We have a phase one, where we collect the information, ask some questions to see if we're a fit together. And then, if we are a fit together, we decide where we should go from there. So would you be open to a conversation around that?"

That's what I said to him on the phone. That's exactly how I said it.

Complete silence. Not a word on the other line. I can hear a pin drop. Is this guy still there? Is he still there?

And then he finally says, lowering his voice, I can hear him take a breath. He says, "Okay, what kind of questions do you have for me?" He says, "What kind of questions do you have for me" and now we're having a nice normal conversation. I mean, normal dialogue like at a coffee shop. We're talking back and forth. After a few minutes I discover, one, he is not the decision maker. Two, he has zero budget, and three, he's just curious what I do. That's why he called!

So I nicely sent him off with some free information, and he was very happy. I sent him off to the free PDF, and he went on his way. I hang up the phone. That saved me months of chasing! What else? Time. Emotional drainage of what I call this drug called hopeium. Where we hope we got the deal. "Honey, you're not gonna believe who called me this week. Oh my god, I'm in the running. It looks really good. It's a big company that called me. I mean, I can't believe it."

You got this hopeium through your whole body for months and then you start to chase, right? It's called the chasing game, you start going right down the chasing game. And then you start chasing and realize that you're chasing ghosts. Does that make sense? How ridiculous the idea of that is? It's some sort of part of the game. Now what did I do in that conversation, in that moment, that caused the shift to happen? And what did you pick up that I did, to allow him to stop playing the game, so we can get to the truth? Anyone, raise your hand?

**Audience:**

You diffused his process. He came out expecting to be sold and you diffused his energy.

**Ari:**

Okay, principle number one, I took the pressure out right away. What was one of the key words that you heard me say when I said to him, “same process, would you be—that’s one of the Ari words right on the wall. There it is. The third poster in the top right-hand corner. One of the key phrases that is magical...” “Would you be open...?” What does “open” replace for traditional sales language? “Would you be interested?” ... Their guard goes up. Now you're hitting the wall. What else does that replace? “Would you like to explore the possibility of..., right? Why is “Would you be open” such a beautiful diffusing phrase?

Because it doesn't force them into a yes or no. It doesn't corral them into making a decision. It gives them permission to share with you what's on their mind. So, some of this languaging is very, very potent. Who in the room has Unlock the Game and is using the phrase “Would you be open?” and having success with it? Anybody?

**Audience:**

Ari has really influenced my selling. I cold call apartment owners, and I cold call usually people who have properties for rent in the paper because then I can talk to the person generally who owns a property. So I called, and this lady answered. I said my opening, “Hi, my name is Derek and we've never met. I'm hoping you can help me out for a moment. I'm just wondering if you might be open to some new ideas on running your apartment building more efficiently.”

And she was kind of confused. And she handed me off to her husband, who was the actual person in charge. Same thing. “Hi, my name's Derek. We've never met, hoping you can help me out for a moment. Would you be open to some new ideas that would help you run your building more efficiently?” And he said, “Well, maybe, what do you do? Who are you?” And I said, “I'm sorry. My name is Derek. I'm a broker with Keller Williams. I'm not here to sell you anything. I help people run buildings more efficiently.”

And he goes, “Well, that's fine. But can you help me with some sales comps?” And I said, “Well, sure. Are you refinancing your building or do you need a mortgage or something?” And he goes, “No, my mom passed away a year ago and it's in probate and I've got to find a broker and get this property sold.” And I was very gentle with him and said of course I could help them. And the conversation just unfolded really. I was very calm and at the very end, I said, “Well, where do you want to go from here?” And he goes, “Well, can you come by and see the building? I'll take you through all the units and then you can tell me what it's worth and how you can sell it.” So that was it.

**Ari:**

Did you hear that? That was all in one call. Because he said, “Would you be open?” Then he said the one on the bottom over there. ... You hear what he said at the end? “Where do you think we should go from here?” What are we supposed to do at the end of a sales call, typically with the old way of thinking? At the end, we're supposed to say, “How about we get together, move things forward,” right? What happens when you move things forward and the person isn't ready yet? What's broken right there? The trust, right there. So by him saying, “Where do you think we should go from here?”, he just opened up naturally and this person felt comfortable opening up as well.