

UNLOCK THE SALES GAME®

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

Lesson #4: Get to the Truth

Narrator:

Welcome to Lesson 4. Last lesson, Ari spoke about the first principle of the mindset, diffusing pressure. Today he will cover the second principle of getting to the truth. Before that, though, let's discuss what you've experienced and applied since last lesson.

Ari:

First of all, number two is that your goal is, instead of trying to focus on the sale, your goal is to focus on the truth. When I say truth, people go right away, "What does that mean? It's so abstract." What I mean by that is the truth of what your potential customer is thinking, what's on their mind. When I say truth, that's what I mean by that, by being able to make them feel comfortable enough to tell you where they stand. Why is it that potential customers are afraid to tell you or prospects? The truth what they're thinking, what are they afraid of?

They're afraid of being sold. What else? Pressure. Vulnerable, they're also afraid to hurt your feelings. They don't want you to be rejected. So what do they do instead?

They make things up to protect you and to protect them. So they are in the middle of a game, right? So our job is to relieve them of having to go through that activity and to say, "Look, my goal here isn't to try and close you and sell you. My goal is to see if we're a fit together." You get that? It's like a different trajectory away from focusing on your objective, you get that?

Now what goes to people's minds when they believe you're telling them that and they really believe you? What are they thinking at that moment? They want to go with you, right? They're going, "Wow, this person is human. Like they really care." And that's the objective behind that goal. So the goal is to focus on the truth.

And let me tell you something, there are two levels of communication you see with people in business. There's a surface level communication. We're talking to them, they're telling you things, but you aren't connecting. You've been there before with a customer, right? You're talking, "How's your business going?" and they say, "Great." So what level are you right there? You're up here. Most people in the room are at the surface level, before you came here today, you're talking at the surface level.

The other level is the truth level. We break through that surface level, and they're comfortable to open up to you, to tell you where they stand. And that's the penetration point where it can help break through, to give you the ability to connect that way.

I want you to do this during the breaks. When you talk to somebody, ask yourself if you're connecting to the surface level right now or, if you can, hit a deeper level to become aware for the first time of how

well you're connecting with people. The more you're aware of that connection, the more you begin to relax and allow others to connect with you.

Who in the room is a bit more like analytical or more linear? More of an engineering type in the room? Who likes flowcharts? Anybody? Who likes like step-by-step processes? Some of this can be kind of philosophical, right? You're like, "Well, it sounds a bit out here. How do you make this real practical, like more linear?" How about if I show you a flowchart, I know those engineers are getting excited! Or how about like a process map of how this thing works? So you can see it broken down step by step? That sound good? All right. Let's do that.

First, let me show you, before I show the Unlock The Game way of doing it, let me show you the traditional mind map or process map of how sales is done outside these doors, okay? It starts with this first step, make your sales pitch. Second step, close your eyes. Third step, hope it works. That is the flowchart basically, of every sales book out there today, right? The basic model, that is it.

So now let us walk you through our model of how we view the world and how we have such exceptional results with all of our clients. It starts with this: the first step of the process is to focus on the truth of the customer. When you do that, they become transparent with you. They begin to tell you things that you never thought they would tell you before. In a conversation, who's had the experience before where all of a sudden, using their mindset, customers begin just to sort of open up to you, things you've never heard of before? A mic over here really quick. Just tell us that experience when it surprised you. When they started talking to you, opening up to you in that way. What was that like?

Audience:

It just happened the other day, I had two prospects call into me. And they both had really similar requests. But I ended up having a heavier conversation with one of the individuals. And we just were conversing, there was no sales going on. It was just a consultation, really. It was just going back and forth and really trying to understand what he's trying to accomplish and do. And I mentioned to him, "It's funny, I talked to somebody who had a real similar request as you. "Oh, yeah, that's my wife" and "Oh, yeah..." And then he just started opening up and getting more in depth. ... And what he was trying to do, why he was trying to refinance, the reasoning for his cash out, their goals of buying a home, they also had another goal, his neighbor who wanted to buy a home. ...

Ari:

Do you feel he was telling you the truth?

Audience:

I know he was telling me the truth.

Ari:

So what happened was you relaxed, he felt that from you. And he felt comfortable telling you where he stood, right?

Yeah, he was relaxed. You just converse with people; you don't really need to pressure them and just be a normal human being. That's what I did.

Ari:

Perfect. So what he did unconsciously, we are showing you consciously. Does that make sense? So you can see what he did naturally, which a lot of you do happenstance, and now we're going to do it all the time. So the truth, the transparency from that, they begin to share what's on their mind, knowing that your goal is to help them, not just to make the sale. From there, you determine if you're a fit together. That's the key differentiation of Unlock The Game from anything else out there that you've read. You determine if you're fit or not. If you're a fit, then great, you move forward. If you're not a fit, then you don't move forward.

Now what's interesting is traditional sales says that, if someone tells you a no, you need to do what? Keep going. Don't give up, just keep going. But why do we chase somebody, if we don't know yet if they're a fit? And this is where Unlock The Game differentiates itself from everything you've ever seen before because your objective is to identify if you're a fit or not with a customer. Does that make sense? Is that comfortable for you? And you'll be languaging it in that way with the customer, you'll be saying things to them like, "I'm not even sure quite yet that we are a fit." And when you say that to them in a genuine way, what do you suppose is going through their mind right now? What are they thinking? "Like, what?"

They're gonna feel drawn into you because you weren't going for the sale.

Yes, Frank? Mic over here, please. Frank. Yeah.

Audience:

Yeah, the way that I was trained is that, of course, you want to make it fit. You want to make it fit like "No, you're gonna fit my situation."

Ari:

Did you hear that? You're gonna make it fit, no matter what happened. That's the way you've been trained.

Audience:

Yeah, actually further upstream from that. I already came in knowing that everybody's gonna fit, so the pressure is on me to make that happen.

Ari:

So in his mind, he's making the assumption that everyone he talks to should be a sale, right?

Audience:

And of course, then you beat yourself up when you don't exactly make it. ...

Ari:

What happens if he goes in thinking everyone should be a fit? "I got a list right here. My boss gave it to me. My department has researched the company, they all fit our profile, so they should all fit. What happens if we go in there without thinking and then we've discovered it's not a fit? What happens to us?"

We view the problem as what, all of a sudden? It's us, we're the problem! We haven't even talked to them yet. From the start, with our approach, we say to ourselves, "I don't even know if we're a fit yet. Let's first have a dialogue and see where we go with this." Does that make sense? In a way, what I'm doing for you is helping you slow down the work process, the selling process, slow it down a bit, so they can sense from you that you want to focus on them. That's a real shift for people. They're not used to that. They're used to getting calls that are just the pitch, right? And they shut down. And that's the key to keeping their guard down is by having that kind of flowchart in your mind to say, "I'm going to make this call without making any assumptions."