

# UNLOCK THE SALES GAME®

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

## Lesson #5: Be A Problem Solver

### Narrator:

Welcome to Lesson 5. Principle one and two were diffusing pressure and getting to the truth. Today Ari talks about principle three, being a problem solver. In future lessons, this principle will be revisited in different ways to help you gain a deeper understanding of the core principle. But for now, discuss amongst yourselves recent conversations you may have had. And did you feel that you had heard the truth?

### Ari:

The third principle is to be a problem solver, how you can shift your approach away from pitching what you do to instead coming across and delivering yourself as a trusted adviser and a problem solver. How to be a problem solver, which is really critical and really core to connecting with people. At the surface, it might seem logical what I'm explaining to you, but I can tell you after 10 years of really helping people transform their mindset, folks have a hard time shifting from their core knowledge base of their solution to connecting with people based upon their problem, from their point of view, in their words.

And that's the bridge I want to help you with today, to really get a sense of the core behind principle three, which is how to be a problem solver. So let's get going. What we have figured out is that, if you can connect with people in a way where they feel understood by you, not sold a solution, where you're able to really articulate their issues from their point of view, from what they're thinking, that creates trust, that creates a connection.

Typically in selling, we are in a mode of trying to explain to somebody how we can solve their problem. We really aren't in the mode of being able to explain their problem, go deep with it, sit with them in it for a while to allow them to feel that they connect with you, and then allow them to step out and say, "Well, how can you help me solve this problem?" It's just very counterintuitive to people who've been conditioned to sell over the years. We've been wired to essentially try and move to solution as soon as possible to make the sale.

So this will be very counterintuitive at first. But once you get a sense of being centered, focusing on their issues and problems from their point of view, you'll find you'll create trust a lot quicker, and it'll help you stay centered in the mindset. So the key here is to first understand that the more they feel understood by you, that you understand their problems, the more you create trust. So why is that important?

Typically in sales, we are taught to be very clear and articulate our sales pitch, meaning when asked what you do, people usually say, "Well, I XYZ, I basically provide a solution." I'm a financial advisor, I'm an insurance agent, I sell software, whatever it might be, we jump right to the solution. So the problem with a sales pitch is that it's not focused on the client's problem, it doesn't articulate the problem. And also by just defaulting to solution, what that does is basically sell the future, meaning "if you join us, we

will solve your problems as they come up in the future.” A sales pitch doesn’t stay with people in the moment and being present. And it can also be perceived as a bit hypee if you're just talking about your solution and what you do. It doesn't really allow you to kind of walk into their world and to stay present with them.

So this session lesson is all about how to shift your mindset to stay focused in on their world, where they feel like you're not moving towards a solution so quickly, but you're staying focused on their issues. I call this the golden key. I call identifying their core problems the golden key to connecting to their world, to be able for them to feel like, “I want to bring this person into my world and simply share with them as a confidant exactly what my problems are because I know they’re not gonna use this information against me, they're gonna use to help me.”

This is why so many clients and prospects hold back from telling us the truth, because they're concerned that, if they share everything about their problems in totality, the person selling something to them will use that information to try and get more money from them, use them in some way for their own self-interest. And so this lesson really is about staying centered, not focusing on the solution of the moment or the next step, but just focusing in on the client's core problems.

Now this core problem exercise, this idea, this concept, when you are able to articulate their problem so clearly, that'll be the core of all your marketing sales, systems and processes around what you do. Because without knowing their core problems or actually articulating them in writing, you default back to your solution and your “best of” features. So the core problems of your clients will be the core central foundation behind all of your marketing and sales in the future based on trust-based selling.

When you become a problem solver, are viewed that way, perceived that way, and not viewed as someone trying to make a sale, they begin to change their view of you. And then your focus also changes. So they view you as someone who wants to listen and be a problem solver, and when you feel that from them, you begin to shift and become more centered into their worlds. And that's the real key, to understand what their problems are. Just by listening and being fully present, not moving to the next step, is what allows your potential clients to feel understood by you.

I know it sounds a bit counterintuitive because we're so conditioned to move things forward. We're saying in this lesson it’s really important to stay centered and not move forward, but to go as deep as you can with your client’s issues and what the problems are, then trying to solve when you do understand their issues. And you can put them in your own in their words and say back to them and confirm that with them. You quickly have a magnet to attract potential clients to you who are your target audience. If you just broadly describe your benefits and features and your solutions, then you really aren't creating a beacon or a magnet to draw the exact clients to you.

So your goal with trust-based selling is to attract and draw the exact people towards you who are the ideal fit. But you can't do that unless you're clearly articulate in your conversations with the potential clients about what their problems are from their point of view. If you can do that, you now become an authentic trust adviser. Not just using the term but being someone who they can tell will listen and be willing to help them no matter what the end goal might be.

So your objective in this lesson, and that goes along with the mindset, is to focus on solving their problems, not on closing the sale, because by default, when they sense you're doing that, they will come

back to you and if it's a fit, they will say to you, "How do we move things forward?" And the real magic happens when you get clear with people on that. And the more you can talk about their issues and stay with them in that moment, they will feel more connected with you.

So what you want to do is, you want to start to think about what the core issues are that you help your clients solve, and you want to concretely, specifically, impassively write those down. You want to say from their point of view and not broad-brush problems like, they want peace of mind or they want to feel better or they want more money. It has to be from their point of view, so as an exercise, try thinking about what the three or five core problems are that your solution helps your clients solve.

This is not a simple exercise, take some time to think about this because we're not really used to thinking from their point of view, we're used to thinking from our point of view, so take a step back for a second. And think about if you were them, how would they explain their problems to you, because then you'll be able to connect with them. So go ahead and write down two to five core problems that you believe your clients are having. And if they are two or three words or four-word sentences, make them longer, make them at least eight to 10 words. Explain in writing how they're explaining their problems to you.

If you can do that, then you can get more clarity on how you converse with them. And if you're having a difficult time with that, you can also, as a way to get this information quicker to you, is to ask some of your previous clients, the ones who liked you the most, the ones who love to work with you, ask them this question, "What were three to five core problems that went away, that were eliminated by us when you worked with us, when you joined us and signed up with us and joined our service or product, what core problems went away?"

That exercise allows the actual truth of the problem to come out from their point of view. And once you have those problems written down, you can now use that as a bridge to engage new people on the phone who are your target audience when they're calling you inbound off a lead or referral. You could begin the conversation saying, "Let me know if you have these issues" and start your conversations based on their problems, not on your solutions. You can also use those core problems in your marketing your website, your business cards, your voicemail messages, on your voicemail systems, describing what you do. So when people say to you, "What do you do?", instead of saying "I'm an X, I do this," you can say I/we solve these core problems. When you have clarity on that, you have the final bridge to trust with your clients.