

# Stump The Guru

Hi, everyone. Welcome to Stump the Guru podcast with your host, Ari Galper, the world's number one authority on trust-based selling, and the creator of Unlock the Game. This monthly podcast will bring you guests from virtually every industry unrehearsed to try and stump Ari with their most difficult sales challenges. This podcast is for business owners, financial advisors, entrepreneurs, and sales executives. The guests on this show have only one goal in mind: to stump Ari. And Ari has one goal in mind: overturn the notion of selling as we know it today by building trust between buyers and sellers.

**ARI GALPER:** Hello, my name is Ari Galper. And welcome to our monthly Stump the Guru Show. If you're new to the show, just let you know what we do here is first of all, we specialize in trust-based selling. I've been doing this for 25 years, and have figured out a way to crack the code on how not to chase people prospects and not to have to close them in the way you think it might be.

And not have played the numbers game anymore, but had build trust with them very quickly. And we were working with entrepreneurs, financial advisors, attorneys, consultants for years, and we've figured out how to compress the sales cycle into one single conversation which might sound impossible to you. But it's very possible if you know how to build trust with them.

So if you know the show already, this goes to a podcast every month, you can catch the podcast, wherever you listen to podcast, Spotify or Apple. And so the way the show works, if people jump on live ask me a question that they find complex or need some answers for I give them my perspective that we've used in the past that has been successful. People take ideas from the show, they use it right away, get a result, we get feedback. It's a great loop that we keep creating every single month here.

So if you're new to the show, welcome. And if you've been on the show before you're welcome back. If you have any questions and you want to jump in now and ask me a question live, get me a cue. Just go to [www.stumptheguru.com](http://www.stumptheguru.com). Just like the... [stumpthguru.com](http://stumpthguru.com). I'll put you in the greenroom and Steve will let you in, if there's an open slot there. And if you want to have a private consultation off the show, just go to [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult),

I will also mention, we are about to launch our new certification program. For those who are in the coaching business who want to become a coach who want to just master our approach, we built a 12 week, sorry, 12 month curriculum out from all of our core work. And we're going to certify folks who want to get involved with us and allow them to go out and coach using my approach using

the Ari Galper certified coach trust based selling coach logo and really have their own business around sales coaching.

So if the idea of working from home sounds good to you, working on Zoom sounds good to you, and coaching people just like I'm doing here, using our methodology, I put all my content into a curriculum based course to be taught by my current coaches to you to become certified. So if that sounds good to you, you want to get in the door before we open up the doors go to [unlockthegame.com](http://unlockthegame.com), my website, and you'll see become a coach at the top there.

And we have a waiting list, you can opt in for enrolling. I only allow I think a small group this time around maybe 20 people the max. I expect at least 100 to come through application wise. So if you want to get in, quickly, go to [unlockthegame.com/become a coach](http://unlockthegame.com/become-a-coach). And if you're interested in learning more about the program, also have interviews, probably next couple of weeks, and see who we feel is qualified to represent me and my brand to go to market and to coach other people could be inside your own firm.

It could be to the outside market, it could just be for you to master what we do. So anyways, that's it for now. We're going to open up the show. And Steve, who's our producer back there, we'll pull in the first person who's got a question. And the theme today will be how to recover lost opportunities. And I'll share some of that throughout our dialogues today. Steve, who do we have on today?

**STEVE:** Alright, I jumped in early. First we've got Noah. I'm going to bring Noah on if you can let everybody know who you are, your business and your question for Ari, please.

**NOAH:** All right. I'm a financial advisor. I've been in the business for 40 years. As you can tell by my gray locks, I've gotten old doing this. And I'm in South Carolina and in America so I had to go comb the hair a little while ago to make sure that you know I've never been on an international program before.

**ARI GALPER:** You're looking good, Noah.

**NOAH:** Anyway, I'm ready to go ahead and get started, I want to ask you this question. I was talking to a person the other day, and this was before I got in your last minute video, which you or a couple of them ago that you covered this, but I want to ask you again, because you can, I don't believe you go over this too much.

Anyway, I was talking to a potential client, we were descending the iceberg, we everything went very well. And we got to the bottom. I've gave him my recommendation and he liked the recommendation, or we seem to, and then we

got to ask that. 'Okay, where would you like to go from here?' And what he did was, he said, 'Hmm, that's interesting. I'd like to think about it.' And then, and then I said, you know, and I just got up and left.

And you know, that means I don't want to think about it. That's what I want to think about it. Maybe there was I want to go home and not think about this. And so I don't know what I did leading up to that that made it as you know, the weird that was even a question in his mind. So I wanted to throw that over to you Ari.

**ARI GALPER:** Sure.

**NOAH:** And you tell me what...

**ARI GALPER:** Sure.

**NOAH:** ....we should be doing.

**ARI GALPER:** So if we think about this for a second, it takes a split second, for him to say yes, now let's move forward. But it takes him a long time to get to that split second. So the question is, how do we compress that cycle? I think the only, in this case, the only reason why he wants to think about it, which means is he's indecisive, he wasn't prepared to say yes, because something early on in the iceberg process didn't give him the clear clarity on the urgency and the issue that he has in front of him.

And if he doesn't solve the problem, what's the result of that? So I'm not sure how far you went down that path on the iceberg. But here's the key on that. Noah, on every meeting you have from now on, you have to help them get clarity on what happens if they don't solve their problem. What happens if they're not decisive? What's the end result?

For instance, if they want to retire next three to five years, what's going to happen if they don't do a plan now? What'll probably happen is the gap will widen, right? With taxes, inflation, there'll be more complexity, they'll be paying more money over time, their fees will go up. You have to help them articulate what is the downside of not solving their problem.

So I'm not sure to what extent you did that. But if you can get that piece of the puzzle added to the iceberg, then they realize, 'Oh, okay, this will cost me X, if I don't solve this problem, in the fee to solve it with you is minimal compared to be impact of the loss, if that makes sense.

**NOAH:** Yeah, that makes sense because you know, and think about it, if you mentioned that, even down the road, if you don't get where you're going and you have to take that much more risk, then you're going to be, then it's going to be harder to

get where you're going. And you'll have to assume more risk than if you do it now. And...

**ARI GALPER:** The focus of that end of the meeting was on the solution. It wasn't on the impact and loss if you didn't solve the problem. So your whole focus has to be about 'Look, here's your situation, you can leave it as option one, leave it as it is, don't solve it now, which is fine. But here's the impact of that, boom, boom, boom, boom. Solve it now, you erase that problem. And you have peace of mind. And you're on your way, which would you like to do?'

**NOAH:** Yeah.

**ARI GALPER:** And that's great. As opposed to, 'Here's a solution to your problem.' 'I'll think about it.' See, you got to give him both options. Otherwise, it's only one option. He's not going to decide quickly.

**NOAH:** That's right. And you're not losing anything by saying that.

**ARI GALPER:** Exactly. So add that piece to your puzzle, Noah. I think you'll do great.

**NOAH:** Thank you.

**ARI GALPER:** Good to see you again. Take care.

**NOAH:** You too.

**ARI GALPER:** All right. All right. Welcome back to the Stump the Guru Show. We are live. We are global. We are on the internet, where people coming in right now from all over the world, who are here to stump me, ask me a tough sales question and find out where gaps are. And that's usually what these are these meetings are about these calls.

It is finding the gap in your thinking to help your potential client prospects see their gaps, to close that gap so they can see you as the one to trust. And that's really the whole goal around trust based selling, of course, a lot of work around this languaging, there's a framework and you can learn more about that if you it like back at our website, [unlockthegame.com](http://unlockthegame.com) So Steve, who else is in the waiting room there?

**STEVE:** Alright, up next I'm going to bring on Andy. Andy Rodgers, if you can let us know a little bit more about you, your business and your question, for Ari, please.

**ANDY:** Sure, Ari, good to see you again. I'm Andy Rodgers. I'm a financial planner as well. And I was introduced to Noah the last gentleman there by Ari and love the the Noah commentary. I was able to work on the very front end of the sales process with you Ari.

This was taking a cold lead from the internet, exposing their problem to them within the first five seconds of the phone call. That worked really well, ended up kind of backing into my old ways of doing things I didn't get to charge that upfront fee on that first call...

**ARI GALPER:** Right.

**ANDY:** Still haven't had an opportunity to make that happen, but did close the client got the business. And I'm looking to repeat that process. So I guess, in what Noah just stated, how can I build more trust and expose the problem before they even get on that first call? What are you doing?

I know, I received a box of goodies from you with books and newsletters and all sorts of fun stuff. What could I be doing better there to build more trust before I jump on that call, so that when I expose the problem...?

**ARI GALPER:** Sure.

**ANDY:** They're not saying what Noah's person said, I want think about it.

**ARI GALPER:** Right, so you're talking about pre-initial conversation, right?

**ANDY:** Yeah, I've set the first meeting I'm going in. I'm going into that call and trying to...

**ARI GALPER:** Okay.

**ANDY:** Quote a planning fee, for example.

**ARI GALPER:** Okay. Okay. So let's assume you've got somebody who's scheduled call with you. What you're talking about is pre-positioning yourself as a trust authority in advance of them coming to you. And that's the key. So what we advocate and what we do ourselves, as you know, is we ship out to people, what we call a trust box, that goes to them when they schedule an appointment with us.

And that trust box, as you know, contains a lot of materials in there, some raw books, some stories of success stories, a video book that you open up and watch a video of some Nutter Butters, all kinds of goodies in that box.

And it's amazing how many people say to us, 'Ari, I received your box. I haven't read anything about it. I haven't had time. But it's great. How can you help me?' So that means that whatever they received already has preset in their mind that I'm the doctor. They're the patient. They're climbing up the hill to get help. We're not peers having a conversation about getting... feeling better.

It's not about 'Hey, are you a fit? Are we a fit?' It's more about positioning you above that, where they're coming to you with a problem. And so whenever you create, in advance to that meeting has to be problem centric, not solution

centric. So the stuff in our box isn't talking about our company and what we do and how great we are and how we used to be in business, which is what most corporate companies do.

The key secret to this is a send the materials by the way, not digital in the mail. Here's why. The mail is almost 100% deliverability. Everyone gets it. We track it with a tracking number. We know they have it. They open it, they don't have to consume it. They just have to look at it and hold it in their hands.

And that's all you'll need to reset and calibrate that meeting. So you're the authority, and they're coming for help. And you'll see they'll tell you on a call. They'll say, 'Hey, I got your stuff. I'm not ready yet, but it looks good.' All right.

**ANDY:** Sounds good.

**ARI GALPER:** Awesome. Good to see again.

**ANDY:** Thanks, Ari.

**ARI GALPER:** All right. Take care. All right, we're back to the Stump the Guru Show. We're covering all kinds of processes here from during the conversation before the conversation, positioning to trust building to amplify what I call the gap, helping people see their own issue in a 360 perspective, because when you talk to a potential prospect, they see their world 180 degrees. They sit in a very narrow view, they say 'Here's my problem.'

What they don't see is a 360 view of their issue where you can unpack it, peel the onion back and help them see all the gaps they can't see. That's why a doctor has an x-ray machine. Right? The patient says 'My shoulder hurts.' He's not taking it for granted. He's going to run the X ray machine to see all the issues around the shoulder. The patient can't see it. But the doctor can. You have to replicate that metaphor.

So when people come to you say 'My issue is x.' Don't assume that's the full picture. It shows you only 10%. You have to have a process, questioning and languaging to unpack the issue in a very empathetic way not fact finding, which people do but trust building questions. Okay, we have some more time. Steve, who else we have back there?

**STEVE:** Alrighty. I'm going to bring up next Sam. And Sam is, as you know, been here before. So Sam, I'm going to say nothing and just let you introduce yourself and do your own jam.

**SAM:** Thanks, Steve. Thanks, Ari, for the opportunity. My question is quite specific. It's around possibly some languaging. I do in home water consultations. And I don't know, prior to the meeting being set up what people's intentions are, but I get

allocated an appointment, I go see them. Sometimes I drive an hour or something like that.

So my question is, sometimes I walk in the door. Some people, now I don't know if it's a smokescreen, or if it's genuine. They say, I asked him what prompted them.? And they say, 'Well, you know, we're just starting to look around, we're not really quite sure we saw this ad.' So what languaging? Or what can I approach that sort of conversation to flush it?

I mean, the obvious answer is if it's true, they're not a fit, because too, they're not in that buying stage. But what can I actually say at that point, to encourage a conversation when they say, 'Yeah, look, we've only just started, we just saw the and I thought it'd be interesting to have you over and check out our water.'

**ARI GALPER:** I'd say 'What triggered you? What concerns do you have around the idea of poor quality water in your house? What concerns do you have about that? I guess, something has triggered you to want to learn more about this.' That's what I want to start with if that's okay with you.

**SAM:** Okay, well, that's a good start. They'd probably say, 'Well, you know, I just saw your ad. And it got me thinking my water does smell a bit funny. And I thought, Oh, just check it out.'

**ARI GALPER:** When you say smell funny. What do you mean by that? Have you noticed anything changing when you wash your hair? Does it feel kind of thick in a way? Is a coloring a little bit more yellow? Are you noticing things because of that?

**SAM:** Yeah, no, just the smell.

**ARI GALPER:** Oh, that doesn't sounds good. When water smells like something this is probably more serious than you probably think? I mean, I would not drink water that smell anything. I wouldn't touch it. I wouldn't take a shower with it. See, Sam, let's add a roleplay for a second.

**SAM:** Yeah.

**ARI GALPER:** See, Sam, I'm doing a deep dive into the trigger that caused them to look for a solution, just because they just got information that was curious. That's not part of your process. Ignore that. Help them articulate what their concern is. If you don't do that, then the bald spotlights always on you to defend yourself. And they're in control of the process. And they don't feel comfortable trusting you enough to share with you really what's on their mind.

**SAM:** Yeah.

**ARI GALPER:** They might have an elderly person in the house for all you know. Maybe they're sensitive to things, because of their health. Now they wouldn't not reveal this to you. They don't know you yet.

**SAM:** Yeah.

**ARI GALPER:** Well, you spend time understanding that patiently first, and how to understand where they're coming from, especially your practice relates to health and wellness around that.

**SAM:** Yeah, yeah. Now that's spot on, Ari and I think I put myself under a bit of pressure. Because, you know, the company's expectation is we do this pitch irrespective, because I've spent a lot of money for the lead and part of me, if they don't want to go down the iceberg, then I'm actually happy to disengage with a sort of ... And that becomes a dilemma for me, you know.

**ARI GALPER:** Well, you're being squeezed with the old school expectation of you pitching versus you diagnosing. You can do both. You can diagnose the problem. Get them ranked to a certain level they want to talk about it, and then walk them through a process for how to solve it. You're can marry this together. I think what my help for... how much lead time do you have? By time you got the appointment to time you show up? How many how much time days or weeks?

**SAM:** 24 hours, it's all I get, Ari...

**ARI GALPER:** Okay. Wow, okay, that's all I get. I guess that's pretty tight.

**SAM:** Yeah, pretty tight. So sometimes I send him a text message in advance and say, 'I'm coming.' I want to make sure both people are there. That's the other thing. I go there. I tell them in advance both people are there. I walk up at the door, 'Oh, my partner had to get to work.' You know, like, I feel like going, but...

**ARI GALPER:** .... if there's a little more time, I would love to have you create your own packet of information around water problems, and have that courier to them the same day.

**SAM:** Yeah, that's good.

**ARI GALPER:** ... with a... sheet with you on there. Dr. Sam, you know, whatever, and have that in that packet in their hand before you arrive.

**SAM:** Perfect Ari. How do you... one last... how could I? If two people aren't there, which obviously for me, it's not going to happen. What wording can I just politely disengage and say, 'Look, we really need to reschedule. You know, another time when both of you are going to be here without sounding too...?'



**ARI GALPER:** Would you be open? Would you be open to us rescheduling when your husband or wife is here, and I can come back to you with more information. And we can spend more time together than I have today. I have very short time today. I've got to run real soon. And I hate to cut things short.

**SAM:** When it get down to the basics.

**ARI GALPER:** Look if you're feeling pressure, and that's your issue not to have that.

**SAM:** Yeah, you're right.

**ARI GALPER:** You got to let go of the sale. Let go of the end goal and share your company's putting pressure on you. But put that to the sides once you're with them if they sense that from you your tension that you have inside you they can pick it up a mile away and it's over right though. They get it's they'll get caught up in the drama of your drama. It just goes down the hill real quick...

So better be cool as a cucumber when you arrive, happy go lucky. No big deal. You're not here for the sale, which you're not. You're here to make unmasking their problem and your solution. So don't assume anything when you arrive. Okay, Sam.

**SAM:** That's perfect, Ari. Thank you very much. Thank you.

**ARI GALPER:** All right, good to see you again. Come back whenever you want. All right, we're back to the Stump the Guru Show. We are live right now. If you want to catch a chance to ask me a question. Just go to [www.stumptheguru.com](http://www.stumptheguru.com). If you want a private consultation, go to [unlockthegame.com/free.counsel](http://unlockthegame.com/free.counsel).

I did mention to you that we are launching our certification program coming up soon. But you can become an Ari Galper Trust-based Selling Coach, start your own business and there's your coaching business, or just learn it for yourself to master the art of not slipping out of the mindset and not starting to sell by accident, or over educate people or do free consulting and lose the precious opportunities that you have coming your way.

Because what the thing is you want to get out of the numbers game, you want to be able to convert and onboard almost everyone you speak with based on trust. And if you have holes in your process right now where you're losing people, and the certification would be great for you to learn how to plug up those holes once and for all. So we still have some more time but five minutes left. Steve who else is else is back there?

**STEVE:** Alrighty, I'm gonna bring on Michael, who's been very patient giving this part of the show. So, Michael, how are you? If you can let everybody know who you are and what your business is about, and your question for Ari, please.

**MICHAEL:** I am in the financial services business, been doing this for about 39 years and have no questions. I didn't know that I had to prepare a question. So my apology, I you know, I've been through a lot of different coaching, Strategic Coach, etc. And I something about you caught my attention.

And, you know, I'm kind of like a growth junkie, you know, always looking to learn and, you know, see, you know, what's working for other people. So for someone who's been through a lot of different coaching and a lot of different programs, about trust based selling and all sorts of things throughout my career, I'm curious as to how you might be able to help someone like myself.

**ARI GALPER:** Well, Michael, let me ask you a question. How many opportunities on average per month do you get in front of you speak with typically, on a phone call, on average per month, typically?

**MICHAEL:** Probably it's very hard for me to track this because I have two businesses. One is a wholesale business where I act as a back office for insurance agents and financial planners in place insurance business, and then I do some fee based and traditional financial planning for retail clients.

Probably 80%, 70% of my revenue comes in on the wholesale business. But a lot of that has morphed into the retail businesses. Some of these people don't have the expertise.

**ARI GALPER:** Alright.

**MICHAEL:** The insurance side so I'm doing joint work with them.

**ARI GALPER:** But let's use retail for now just as a case study. So how many people do get ... per month on the retail side on average, you speak...?

**MICHAEL:** I would say five to seven.

**ARI GALPER:** Okay, let's just be say call it five be conservative. So you speak with five opportunities a month. Of those five, how many would you typically onboard as a new paying client on average of the five each month?

**MICHAEL:** I would say about half.

**ARI GALPER:** Okay, will say two, be conservative...

**MICHAEL:** I don't really track any of it. But yeah.

**ARI GALPER:** That's okay. I'm trying to ballpark this to see where there might be an opportunity for you to prove what you're doing. So five a month to onboarding and I assume your average value per client, I would assume ...that'd be about 5-10 K a year. If they are more with you, I guess. Basically, let's just say 10k. Be

conservative. Okay. So 10k per year over 10 years' worth \$200,000. Right? If they stay with you for 10 years?

**MICHAEL:** Yeah. Okay.

**ARI GALPER:** Okay. So one new sale to you is worth \$100,000 in value if you can onboard another client each month. Right? If you get one new client an extra one.

**MICHAEL:** Okay.

**ARI GALPER:** ... your number, so I'm just trying to take your situation. So I guess what I'm trying to say is, if you got five a month, and you're say you're onboarding two. What if you can close that gap, and just help you convert one more, or two more or three of those a month, just based on your ability to be more effective at them trusting you on that first conversation, where they say themselves, let's do this. If we can close that one gap that to me seems like a hole you've got in your situation right now.

**MICHAEL:** Okay.

**ARI GALPER:** That's, that's...

**MICHAEL:** I think...

**ARI GALPER:** Yeah. Go ahead.

**MICHAEL:** No, I was going to say, I think that, you know, there's always room for improvement. And that's why I'm here. I don't think that you know, for you making me aware of that, which is something quite frankly, I was aware of, if I had a higher closing ratio, there's only two things we can do. We could either be a better salesman, or we could see higher quality people.

So I'm very much aware of what you're saying. But what are you going to do to bring? I'm very good at building rapport building trust, showing my credibility.

**ARI GALPER:** Let me answer your question real quick. We have two minutes left, when you have your first meeting with people, and they show up in your office or Zoom. I'm not sure how you do it. But

**MIACHEL:** Yep,...

**ARI GALPER:** Okay, let's say, they show up at Zoom. It is your first meeting with them and they show up, how do you begin your meeting? What do you say?

**MICHAEL:** Ari, what would make this a great meeting? So when we're done with today, you feel like, 'Wow, this was spectacular. I'm so glad I met you.' And then I just let them talk.

**ARI GALPER:** Wow, interesting. Okay, so that can go on a whole bunch of different directions depending on where they're at. And then you have to chase that direction and follow it somewhere where they want to take you, there's a whole different process...

**MICHAEL:** ... it clearly makes them understand I'm here to serve them not to serve my needs.

**ARI GALPER:** I totally get that. And that's good. But here's some refinement for you, on the languaging to allow you to be the doctor and them be the patient where it's not open ended. And here's what you might say what I call a top of the iceberg to begin your meeting as a small sample.

'If it's okay with you, Julie, can you take a step back for a moment? Can you walk me back to your background, your story situation, up to your current financial concerns, we'll go from there, would that be okay with you?' Asking permission first, the way I'm saying this shows your empathy, shows you care and keeps this conversation mapped around their issues, as opposed to a future goal they're trying to get to.

And that's a lot of advisors instinctively take what they've got, they're given and off, they go to a next step. What I'm suggesting is a way to X ray this situation with them, where you unpack their situation where they feel that you're doing deep dive in the road rather than Hello. And they say to you, 'Michael, how can you help me?' It's very efficient. It's called the one call sale.

I've got to run now we got to end this show. Once you've come back, reach out to me. I'll walk you through it. This is our website. Go to my free consult page. Fill out the form. I'll get you on the calendar. We'll talk more. Okay.

**MICHAEL:** Sounds great. Thanks so much.

**ARI GALPER:** Good. All right. Nice to meet you. Okay, everybody, we're at the end of our show. Wow, very interesting. If you're watching in, you're listening in, you're hearing me live I have been doing live coaching, helping with someone who's new, nothing about me at all, and wondering what I can do and what we do here and how we're different.

And if you're that kind of person who is looking for something new or out there thinking you're missing something, then it wouldn't hurt to reach out for an initial conversation to see if there's a hole somewhere in your own process that you know, is there, but you can't fix on your own.

And just having a second opinion on your own sales process, as you can see from today, could be life changing for you. And it's easy to get in a comfort zone and

accept what you've got coming in. But if you're happy to do a diagnosis and X ray on your situation then reach out. Just go to [unlockthegame.com](http://unlockthegame.com). Click on free counsel, and we'll talk or with one of my coaches.

Or, if you want to become a coach with us again, go to [unlockthegame.com](http://unlockthegame.com) become a coach fill out the form then we'll get you in the queue to be one of them. Hopefully the first one coming in soon. On that note, we'll say goodbye. Guys. Thanks for showing up today. And we'll see everyone soon. Take care signing off.

We hope you've enjoyed this month's segment of Stump the guru, and that you've discovered some new trust-based selling strategies that you can apply directly to your sales process. You can get access to Ari's trust-based selling 60-minute masterclass at [www.unlockthegame.com/video](http://www.unlockthegame.com/video). And if you want to go one step further, you can order his latest book, *Unlock the Sales Game* and get a free one-on-one sales growth consultation at [www.unlockthegame.com](http://www.unlockthegame.com).

Before we say goodbye for now, if you enjoyed this podcast please take a moment to review this podcast. It's easy. Just scroll down to the bottom of Stump the Guru podcast within Apple podcasts until you reach ratings and reviews. Click one of the five stars under tap to rate to leave a rating. Thanks so much and we'll see you on the next show.