

# 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, everybody, and welcome to Stump the Guru Show. It's great to be here again, and welcome. I can see all my guests in the waiting room back there, and my name is Ari Galper. I'm with Unlock the Game Trust-based Selling. And if you don't know, we specialize in a very unique space, which is how to build enough trust with somebody to compress your sales cycle to the extent where they feel comfortable opening up to you and telling you the truth of their situation in the first meeting.

It's more of a doctor-patient concept. And we have a whole body work around this language, a framework, a roadmap and it's pretty transformational. We have folks all over the world who come to us for that, the reason of chasing ghosts, not getting calls back, playing the numbers game, and just want a way to approach the market without sacrificing... or... their soul and not playing the games anymore everybody hates because I think those days are over. And post COVID trust is very low right now.

So if you're not coming across as a trust authority at Hello, and your process contains persuasion, convincing people of things, or any techniques that everybody doesn't like, it's kind of over. So anyways, this show is all about having people come in from around the world, ask me a question on the net essentially, and unprepared with the questions in advance. So it's chance to have some fun, and let people, I give people some good advice and coaching to get some results.

The theme from today that we came up with was this whole concept that the sale is lost at the beginning of your process and not the end. I've said this for 25 years, the sale's lost that Hello. And I know there's a joke about that with that movie that we all know about. But the concept here is that if they don't feel from you right from the beginning that you're someone they can be vulnerable with, and tell you the truth of the situation, they're going to play a game with you, and they'll be at what I call the top of the iceberg with you.

Not being comfortable telling you what's going on behind the scenes, they won't be open with you about their budget. They won't feel comfortable letting you inside their world, if you aren't able to make the transition to being positioned as the doctor in that conversation. And, you know, so much work has been built over the years from other sales folks who have been teaching people.

It's all about the close, it's about chasing, it's about the numbers game, how good you are at following up with people, how good you are pushing through the noise and the persistence. And it's interesting because that, to me, is the path of most resistance. But if you are open-minded and realize that the moment you say hello to somebody and where you take it from there determines whether you're going to work together, that reshapes and reimagines your whole process less around what happens after the first meeting, to what happens in the actual meeting.

And there are also ways to recover people's way with that same mindset. So I want you to start thinking yourself, 'What could I have done to prevent it being put in a situation where now I'm on the back foot having to follow up, convince, persuade, educate someone to understand what I'm trying to tell them?' If you can understand that gap there and be willing and humble enough to ask for help, we can get you coached to that and give you some insights and bridging a gap to close that space there.

So again, keep that in mind. And we'll see if some of the themes from today comes up. I wouldn't be surprised in the questions from today. So Steve, who's back there, ready to jump on in?

**STEVE:** All right, here we go guys. We've got to bring on Nick right now. So Nick, how are you my friend if you could let everybody know a little bit about you, your story and your question for Ari?

**NICK:** Hey, thanks, Steve. Hey, Ari, everybody. Good to be here. I've got a HR advisory and consulting business based here in Sydney to help small businesses with general issues with people, culture and HR. So I've got a question for you Ari, where it actually just happened overnight. So we did a piece of work for a client where they asked us to do an audit of all their documentation.

**ARI GALPER:** Right.

**NICK:** We did. We gave them a full report. And these are all the issues. And these are the gaps. And these are the things you need to plug. And we explained to them, these are the risks by not plugging them which they paid for that. And that was fine. And then what we did was, they said that they want to think about what they want to

do in terms of the next steps in terms of them doing the work or us doing the work. Now, they don't have internal HR expertise and obviously we do.

So we had planned a scheduled an appointment for later for the following week, so that we can talk about what the next steps of the project will be. Overnight, the person's declined the meeting, no explanation, just declined. And it may be legitimately they cannot make the meeting, but there's no explanation. And I guess the question for you is, what's the next move? Because certainly, I don't want to go chasing, chasing, but at the same time, they've still got this problem. And I'm just wondering sort of what your recommendation or what you would think about the next move would be.

**ARI GALPER:** Sure. Sure. Nick, let's go back for a second. So, on this call with them, you walk them through the results of your assessment, right?

**NICK:** Absolutely...

**ARI GALPER:** And on that assessment, it listed out all the issues that you discovered.

**NICK:** That's correct. Yes...

**ARI GALPER:** Okay, on that call... Sure. And on that call, besides the fact that you walk through your report of the results of that report, did you walk them through and help them sort out what you believe the priorities would be for them to help them with their business? What I'm suggesting to you is, I think what you did was, you reported the results, and that was it. And you're scheduling this call with them, right?

**NICK:** That's right.

**ARI GALPER:** Well, okay, that this is where the gap has occurred, I believe. What I'm suggesting to you is this, and I'll give you an idea as to get them back. But before we get there, let's just talk about this. When you have a client like this on a Zoom meeting, and you've exposed the problems, that's just the starting point with them.

The next part, once you're talking about the problems, you have to go down the iceberg with them again on each problem and help them sort out what the impact is for each one, and then help them on that meeting prioritize what is the first issue to deal with, that's the biggest impact, the second one, and the third one.

Because what's happened right now is they've gone back to their office, they're very busy. They had a stack, a list of issues to deal with and they probably said, 'You know what, I got too much going on right now to deal with this.' And then

put on the side the guy declined your meeting, because what happens is, people have a tendency to de-prioritize things that are not priorities.

So we, as the doctor, have to help the patient understand, 'These are your issues, John. You have a back issue, you have a knee issue, and a toe issue. But here's the first priority, which I believe you should be working on now. And that's the knee issue. Because if the knee goes down, the whole thing goes down. I would recommend...' So, does that make sense Nick?'

**NICK:** It does, yeah. It completely makes sense. Yep. Yes.

**ARI GALPER:** Just do a deep dive.

**NICK:** I probably didn't do enough of the, 'Here's what we recommend in terms of priority.'

**ARI GALPER:** You only reported it. You didn't amplify the gap to help them understand the importance, the gravity, the timing and the urgency of those issues. And what should be addressed first, because that's the one that's hurting them the most.

**NICK:** Sure.

**ARI GALPER:** Okay.

**NICK:** Sure.

**ARI GALPER:** That's the first lesson that one next time around.

**NICK:** Okay, thank you.

**ARI GALPER:** Now, to get them back. We got to find out or you got to find out if it's still a priority for them to address something. I think what you have to come back with some is wisdom is with some insights. You got to call the guy back and say, 'Hey, John, how's it going? It's Nick, here. Listen, I've been thinking about our report that we've walked you through on Friday. And I have some more insights for you that we might just want to talk about that might provide some help in prioritizing and sorting out what might be a working plan or roadmap or a priority to possibly address and a time that might work for you. Would you be open to having a chat about that?'

**NICK:** Yeah.

**ARI GALPER:** It's like a baby step back but it's like it's an insight that helps them because they need this. They need their own clarity on what to do first, what makes sense, and what's the plan.

**NICK:** Okay.

**ARI GALPER:** Because they were left without a plan. So it's not about you call in and say, 'Hey, are you going to move things forward with me?' That's not the conversation. It's 'I have some more insights that help provide some clarity. I think that might kind of help sort out a roadmap around this that might give you more clarity as well. Would you be open to that?'

**NICK:** Okay. Great, thank you.

**ARI GALPER:** Perfect, you're off to the races.

**NICK:** Thanks, Ari. It was really good.

**ARI GALPER:** Cheers. All right. Okay, we are back to the Stump the Guru Show and hopefully that one simply gave us some insights. It's very common for us who are quote selling, to feel like we did our job by delivering the results of what we've done. And we assume, that's the problem, we make the assumption that they will take what we gave them an action it.

And as you're seeing here, in most cases, they don't want to, actually do you know what they don't want to do? They want to shelve it. Because it's our job to help them get clarity on a plan and identify what is their biggest issues execute. And that's usually ignored or forgotten without a trust based mindset, like we have that we're teaching here from that sort of physician point of view.

Hopefully that helps you all we're listening today. And by the way, we have literally 1000s of people a month, who download this recording and their podcast and listen to it. So welcome to all those folks who are listening right now. Hello. Okay, Steve, who else we have back there?

**STEVE:** All righty. Up next, I'm going to bring on Christian Rossi. Hopefully, I said it right, Chris, and I did pretty good.

**CHRIS:** Yes.

**STEVE:** And if you could let everybody know a little bit about who you are, you know, to frame it out. And then your question for Ari, please?

**CHRIS:** Sure. Thanks, Steven. Hey, Ari, how are you?

**ARI GALPER:** Good. Good. Good to see Chris.

**CHRIS:** Good, good to see you. So Christian Rossi, I own a highly specialized pest control company called Food and Drug in the Bug. We protect the nation's food and medicine from harmful pests. And basically, we're protecting the products health and brands reputations of these of these manufacturing companies. So we're so are we're highly specialized.

So my, my question today is, our potential customers have many different problems. So when I come up with my problem statement, it's not and it doesn't always hit the middle of their radar screen.

**ARI GALPER:** Okay.

**CHRIS:** For example, I might say 'Hi, this is Chris from Food and Drug in the Bug. I'm hoping you can help me out for a minute.' And 'I'm not so sure what do you have in mind.' 'Well, I was just calling to see if you folks would be open to some ideas that may help you be more confident when it comes time to recertify with your third party audits.'

**ARI GALPER:** Hold on a minute. That feels more like an offer.

**CHRIS:** Okay.

**ARI GALPER:** And a problem to solve? So let's clarify that because that can be seen as kind of like you're pitching something.

**CHRIS:** Okay, good.

**ARI GALPER:** So let's unpack that for a second. What is the actual issue that they experience if they don't do this the right way? What's the problem with the experience?

**CHRIS:** Good. Good question. So, if pest control screws up, typically, they'll have at least an annual third-party audit for their customers. Most food is made by co-packers. So when you see the brand, like Kraft on a box, it's not necessarily made by Kraft, it's made by the smaller co-packer. So Kraft will make them have an audit so that they can ensure the safety of their food. We have a litigious society. Right? So...

**ARI GALPER:** So, I'm going to cut you off but I think I have an answer for you. Maybe it's 'Would you be open to some different insights,' not ideas, 'insights that could eliminate

the risk of XYZ happening and you're being audited by the FDA? Would you be open to that?

**CHRIS:** That's dope.

**ARI GALPER:** Then he would go, ... 'Oh, oh, well, yeah, well, what what do you guys do?'

**CHRIS:** Right, how do you know me? Right...

**ARI GALPER:** See, because you're coming into their world already knowing what their risks and concerns are. It's not an offer. It's a... see if the guy says to you, 'We never had that problem ever. We never. We don't ever have that issue and ever no risk at all.' Then you hang up the phone.

**CHRIS:** Sure.

**ARI GALPER:** But since you're targeting your market, and you know, in advance, that's the biggest risk that you're going to have traction.

**CHRIS:** Excellent. Now, that's, that's an excellent rephrasing. I can't thank you enough.

**ARI GALPER:** You were close. It was just to oriented towards a solution. You're trying to move them towards, like this direction. We're not trying to persuade them to move. What we're trying to do is have them acknowledge their own problem that you know better than they know. And by you saying some different insights that might help you de-risk the possibility of your products being exposed because of pesticides.

And now that you have a recall, that's what we do. And the guy's like, 'Okay, I'm in. How do we talk?' So that clarity language is what you're missing, Chris, I think.

**CHRIS:** It's excellent. I can't thank you enough. You're always awesome. I love your stuff.

**ARI GALPER:** Well, you're welcome to come back anytime, Chris.

**CHRIS:** You bet. Thanks.

**ARI GALPER:** Take care.

**CHRIS:** You too.

**ARI GALPER:** Okay, we are back to the show here and another little Zinger that we dealt with there. And that is the issue of people attempting to package the problem as an

offer. And this happens a lot when you are conditioned with the old mindset to provide somebody, a offer that shows them a future picture of what's possible.

It's a tendency for us to do what I call, sell the future, try and sell somebody a next step. That's where you lose it. Because when you try to move them forward, and they don't trust you, yet, it's over. They think you're trying to sell them something. So the difference here is, you're not trying to move them forward; you're trying to acknowledge the current problem they already have.

When you start from and being problem centric, like that you're bulletproof, because you're not doing any behaviors, or sending any energy that you're trying to move them forward. You're just trying to acknowledge the problem. And hopefully, that makes sense to you because once you anchor yourself around their problem, then you're bulletproof.

You're never going to have to worry ever again about being rejected, chasing somebody, you'll have an instant connection with someone and he's talking about outbound calling there which, you know, it's possible to do this, if you do it right. All right, we got to see a clock moving along here. So Steve, who else we have back there?

**STEVE:** All righty. I'm going to bring Jerry on next. So Jerry, here we go. You know the drill. I know you've been on here once or twice before. So if you can just update for the people that haven't heard you yet, on a scale of who you are, what you're all about, and your question.

**JERRY:** Sure. I'm in the property-casualty business, Ari, Auto Home boots, all of those toys, that sort of thing. There's enormous rate pressure in the industry now, not just my major company, but every single company. And I'm looking for some fresh language to be able to address rate pressures. And to on the phone, to get a customer to, to open up and have a conversation with us.

I mean, typically, the industry says, 'Would you be open to a competitive rate quote?' Well, everybody's heard that. Everybody heard that a thousand times. So I was hoping that you might give me some fresh language.

**ARI GALPER:** Sure, sure, Jerry. And you're right, everyone does that. They're in what I call the quote business. That's a very unprofitable business to be in because a quote commoditizes you and it's just about the transaction. What you might want to consider is the key word of overpaying. So rather than if you want to quote for a cheaper price, so what you want to say is 'I'm just giving you a call to see if you



may be overpaying on your current insurance that you would know about when you originally got it.'

**JERRY:** Right.

**ARI GALPER:** And they go, 'Hmm.' 'I'm not sure if you're aware, but things have changed in the last couple of years where you could have overpaid unknowingly, rates are increasing. And there's this trend towards companies now because of what's happening out there with climate change, whatever. They're increasing fees, and we have a way to mitigate that. And I wasn't sure if you were open to the idea of trying to see if you're overpaying right now.'

**JERRY:** Perfect. This is actually what I wanted.

**ARI GALPER:** Great, Jerry. I'm so glad we hit the mark on this one.

**JERRY:** That was very great, very sure.

**ARI GALPER:** Awesome. Alright, take care.

**JERRY:** Thank you.

**ARI GALPER:** All right, we are back again, to Stump the Guru Show. My name is Ari Galper. And if you're listening this right now you're saying to yourself 'Ooh, this is good stuff, this is going to help me, you're writing things down and you want some individual private help even a free consultation with myself or one of my coaches just come to our website [unlockthegame.com](http://unlockthegame.com) and then you'll see a free consult there. Fill out that form

Don't be afraid. As you can see, we walk the talk. We're happy to give insights for you to help people out to really help people move forward. We really believe if we don't demonstrate this live and show you this, it's hard to believe it's possible to get a breakthrough like this. Most people are skeptical they think themselves well if I talk to so they might try and give me a sales pitch, I'm not sure I feel safe talking to someone new.

Well that's because your fear is from the others you've spoken with in the past but not here. We walked the talk. You can see it live right now. None of this is pre-set up. These are people from all over the world coming in. A lot of people are repeat offenders who keep coming back which I'm happy to have them come back.

But when you when you live in our mindset and how our framework that we have and use languaging like this, you're a whole new level. And, but you got to be

willing to kind of ask for help. And most people don't ask for help. That's why they remain the same where they're at. Okay, anyone last left back there, Steve? We got a few more minutes left.

**STEVE:** Yes, we have one more. And if we're going to use the analogy, we may even become prison wardens. We have to say recurring customers. We don't know if that's good or bad but either way, it is one of these. I'm going to break Christina on right now, who's been super patient, and pop the camera on at the last minute, which when I asked anybody who's we got a bunch of off-cameras today. But that's alright. So Christina, Hi, how are you?

**CHRISTINA:** Hi...

**STEVE:** You can tell everybody who you are, your business., and then your questions for Ari, please.

**CHRISTINA:** Thank you, Steve and Ari. Thank you for having me on. Just you know, I was in sales for a long time, then became a mom, now I'm getting back into sales. And I found myself a bit nervous. So I'm really happy to have found your program. My job is I'm a refer, and I set appointments with high level executives, CEOs, CFOs CEOs. And what we specifically do is, we help them reduce their insurance costs without changing providers. And we also can help them reduce their FICA taxes and maybe even their workers comp insurance. So the question is getting into take that next step because...

**ARI GALPER:** So, are you calling the business owner themselves?

**CHRISTINA:** Yes. Well, the business owner or if it's a larger business, it might be the CFO, the CEO, or this...

**ARI GALPER:** And you are attempting to engage them to agree to a call for someone else?

**CHRISTINA:** Exactly, a discovery call...

**ARI GALPER:** ... you're appointment recently?

**CHRISTINA:** Yes exactly, high level appointment setting, discovery call, no pressure, when they get to the discovery call. It's very good team that I'm working with.

**ARI GALPER:** Sure.

**CHRISTINA:** So the question is, how then to get them comfortable with giving up a little bit of information for the opportunity to reduce their health insurance costs and possibly save on their FICA taxes and workers comp insurance?

**ARI GALPER:** I think this this is very similar to Jerry's situation on insurance, and also Chris's question on the problem statement. You need a way to engage this person around a problem they may or may not know they even have,

**CHRISTINA:** Okay.

**ARI GALPER:** Right? Because they do not think about this.

**CHRISTINA:** Exactly. They're just their costs are, what their costs are. So, what they like...

**ARI GALPER:** It is what it is. They write the check, and they don't, they move on. So somehow, you're going to have to help them focus and get their head around the concept that they also could be overpaying.

**CHRISTINA:** Ah, yes, there you go overpay.

**ARI GALPER:** Because the word overpaying is the one piece of languaging that everybody stops what they're doing with and focuses on. Because they feel taken advantaged of.

**CHRISTINA:** Right, exactly.

**ARI GALPER:** And that's what they probably are taking advantaged of not that they were people who offered it was mean, but they just didn't weren't aware at the time, because all they had was in front of was their only options. But now you're saying what you've done at this extent to this point can be changed, so you're not overpaying anymore?

**CHRISTINA:** That's right. That's exactly right. Thank you. That's simple but...

**ARI GALPER:** So I think for you, it's, that's the winner for you is going to be 'I'm just giving you a call to see if you'd be open to some different insights about ways you could be overpaying on XY and Z. Would you be open to that?'

**CHRISTINA:** Excellent. Thank you, Ari.

**ARI GALPER:** I mean; it'd be so hard to say no to that.

**ARI GALPER:** Right.

**ARI GALPER:** Like, can you imagine someone to say no, I wasn't anywhere else I know, the answer will always be this, one of two things. 'What do you mean?' or, 'Tell me more?'

**ARI GALPER:** Okay.

**ARI GALPER:** It'd be unlikely to get like, 'No, we don't want that.', because you've not made them an offer for anything. You've said zilch about what you do, you've only talked to the problem. You have to say back to you, what do you, how do you, what do you do?

**CHRISTINA:** And that's why I love this program, because we're talking about the problems and we're, you know, getting hitting their pain points and finding out where they're in pain where they need help. And right now people are trying to cut down on their cost and I'm dedicated to showing them how we can do that if they're open to it.

**ARI GALPER:** That's even better. Because you can also ask, you can also say, you know, overpaying if you are currently in the process of reducing your costs.

**CHRISTINA:** Yes, excellent.

**ARI GALPER:** Who's not?

**CHRISTINA:** Who's not?

**ARI GALPER:** ... want to, you know, like, you're kind of saying things that like it's almost like you work there. Like these are common things they do every day to think about and that is we're doing a deep dive inside their world in advance and landing in their business as if we work there. And that familiarity of what their needs are is what creates an instant connection with a one to see you as someone who's a consultant, not a salesperson.

**CHRISTINA:** I like what you just said. It's almost as if you work there. That just changes the perspective.

**ARI GALPER:** Because you are so familiar to them. It's like, there's this feeling of 'She gets me, oh my god, oh my God, just this woman. And just like we're connecting here. I don't know what it is universally.' But you are the one that made that connection because you are smart enough to start the dialogue around their world, not yours.

**CHRISTINA:** Right.

**ARI GALPER:** Which is so contrarian to how people sell now.

**CHRISTINA:** It is.

**ARI GALPER:** Because they love what they do. They're so passionate about it. They can't wait to start talking about their solution. They want to talk about it all day long. And that's, we lose people because they don't really care about you. It's nothing personal. They just care about their problem. If you can engage them around that from the beginning, and hang in there long enough, you are history. You're not going to make it past the first meeting.

**CHRISTINA:** Right. Excellent. Thank you Ari

**ARI GALPER:** Good to see you, Christine.

**CHRISTINA:** You too.

**ARI GALPER:** Take care. All right. Wow, what a ... questions today, and hopefully, you're listening today, you've written notes. Obviously, the folks on this call have told you and you can hear live. They got massive value hope for from today. And they're going to implement this and come back next time. We do this each month.

So if you have any question for me, just go to the website, go to our podcast page, [unlockthegame.com/podcasts](http://unlockthegame.com/podcasts). I'll see you next time on there. And jump onto this link just go to [www.stumptheguru.com](http://www.stumptheguru.com). At the time we start the show you'll be in the greenroom. Steve will pull you in, it's chance to get access to me which is rarely easy to live in Australia. I'm from California, been here for a long time.

And I've had a little US time left these days, so because of my time zone. So hopefully you enjoyed the show. Thank you everyone for listening in. It's a course on the podcasts on Spotify, wherever else you listen on Apple [stumptheguru.com](http://stumptheguru.com). And also a couple updates. We're launching our Mastery program starting January, 12-month curriculum that will teach you this one step at a time, over a 12-month period.

It's on the website, go to [unlockthegame.com](http://unlockthegame.com) and it'll say trust Academy, click on that you have to apply be interviewed to be accepted. I was just going there right away. We'll learn more about that. There's also my books on the website as well and the consultation as well as the podcast and so much more.

So look if this new year coming up is about success for you. Then you got to change your thinking. The world change you got to catch up and think we have what we need that my bill will help you but we'll have a chat about it if it makes sense to you. Anyway signing off for now. Have a great week. Talk to you soon. Byebye.

**WOMAN:** We hope you've enjoyed this month 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).

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