

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 the Stump the Guru Show. My name is Ari Galper. And I'm with a trust-based selling, Unlock the Game. I hope you're doing well. If you've been on the show for a while, and listening to our podcasts, glad you're back again for another show. As you probably know, I've been specializing in this for the last 25 years, I just trust-based selling and really have mastered the art of being able to condense a sales cycle down to a shorter amount of steps, build trust with folks, really get out of the sales mode, and the deep trust mode, and we have a whole body of work around that languaging a mindset shift.

And we work with financial advisors, consultants, entrepreneurs, business owners, anybody in a low volume, high margin, long sales cycle, high trust business, that's the quadrant where we specialize in. And today's show really is, as you probably know, if you've been here before, an opportunity to bring your toughest sales challenge, ask me a question and get some live coaching, leave here with some new ideas you can implement right away inside your business to shift your own thinking to get better results.

And of course says to stop chasing folks. In fact, that's the theme from today that I'll kind of touch on right now before I have Steve open up the show. I see a whole bunch of folks waiting in the green room to come in. Thank you from those coming around the world. Everybody asked me a question. Look, I think a lot of people I speak with they're frustrated with the idea of having to chase people, chase prospects who say things like 'sounds great, I'm interested, really enjoyed our meeting, learn so much from you.'

And you and you feel a sense that, hey, we had a great meeting all went well. Why are they going ghosting you? And then you're forced to chase them. And a lot of folks now are saying, 'Ari, we don't chase them anymore. They're just not a fit, I'm not going to, you know, go below my paygrade, not to chase people anymore. And this whole idea of losing somebody who's qualified from the first

meeting. And then they end up into a black hole after that is something you have to fix.

And one small tweak to that, besides obviously learning what I call our One-Call sale model, which we do through consulting to help you compress the sales cycle at one meeting is after the first meeting with someone at first conversation, what you want to do is you want to move them to a next calendar conversation, not a 'I'll call you next week' or you know, 'We'll get a hold of you' and they drop off the calendar. You want to move yourself into what I call a by-appointment-only business model.

We only work with people on your calendar and they're off the calendar, then you got to keep them on the calendar or they're often not going to be a fit officially. So here's some languaging for you to use at the end of your first meeting with somebody when you feel it's a good fit and good chemistry, a good opportunity and it feels right, here's what you can say.

You can say, 'It might be helpful, John, if we schedule a time to meet up again on our calendars in the next couple of weeks to answer more questions for you, get your thoughts in our conversation that would avoid you and I going back and forth and chasing each other. Would you be open to that?' It's a very reasonable request to ask someone that question if it was a good conversation.

And in most cases, if they're a fit with you, they're going to say, 'Sure.', because they can trust you enough to be with you again. If they say 'No, no, you just chase me. You follow up with me.' Then you know, it's probably not going to be a good fit in that case. So at least try and move, keep folks on your calendar. If they're off the calendar, that tells you something.

And that means you got to do a better job of building trust with them at hello in that initial meeting. So that's one tip for you for folks who are still chasing ghosts and a way to keep them in your calendar. So they're showing up the next time and you have a better chance but more trust with them over time. So on that note, we only have a short amount of time today. So I want to get as many folks in as I can today. So Steve, let's bring in the first person we have for the show.

STEVE: Alrighty, technically this is the Halloween edition Ari because Halloween is in two weeks, but it's too soon, so we can't but I've got the orange. But it's really the next. Let's be real. I'm going to bring on Blake. Hey, Blake, how are you today, man? If you could let everybody know what your story is, who you are, and then your question for Ari, please.

BLAKE: Yeah, of course. So my name is Blake Micola, the founder of GMS Media Groups, we specialize in paid media buying, digital marketing, and advisory. So my

question, I mean, we've been in business for seven years and I think we've had the luxury of being able to have a lot of great business come to us and lock in for, you know, a six-month agreement off the back of your processes that we've implemented, Ari.

Moving into now a bit of a tougher economy, interest rates, distrust, particularly with agencies in my environment, what would you suggest? And do you think it's a good idea to perhaps implement, like more of an introductory offer, that's not going straight into a six-month agreement off the back of a console to sort of tease them to get some form of financial commitment to then convert them into the six-month agreement? We've tested both, but yeah, still sort of like sitting on the fence between what's the best one to go with to scale the business?

ARI GALPER: Yes, yes. So you definitely need to have some way for them to put their foot in the door, to start with you to see your value, trust you before they might go, the bigger commitment, and you know, what problems they want to solve. They need leads. They need better presence, whatever that might be.

So what you need to do is think about is package some type of... maybe you already have this assessment, discovery process that you charge for, that from that process gives them the exact customized, executable plan of what they need to solve with their problem without you actually doing the plan? So do you have something like that at all in place?

BLAKE: Yeah, well, we've been sort of on the side, we've been having this unpaid audit, but we'd sort of downsell it. So we're sort of toying with the idea of perhaps putting that as the actual offer before we put, we introduced them into this...

ARI GALPER: What I will do, if I were you, add that to your roadmap as your first stage of your process to engage with you. Then you make the fee nominal, not substantial, where they got to think about it, but just enough for them to go, 'Okay, that sounds reasonable. Let's do this.' Then they're engaged with you and always moving forward on that conveyor belt.

But I think what we need to do is repackage it, rename it, and label it. So it fits exactly what they need at the stage of the process, which probably is clarity, and a plan to solve their problem. And then, of course, the next phase would be for you to execute the plan. Like a financial adviser, they typically do an assessment discovery of the situation of the client.

And from that they can figure out exactly what the plan is they need to execute to get their situation in place. I think the same thing with you, you just make your initial plan as the initial gate they have to go through, and logically it makes

sense. You got to do an assessment first before making this plan anyway, you know.

BLAKE: Yeah, it's further due diligence to build that trust before you end up building the relationship and getting into bed together.

ARI GALPER: Correct. Because you use that first stage to make that marriage happen.

BLAKE: Got it. Cool. Very good.

ARI GALPER: All right. Good to see you mate.

BLAKE: You too, mate.

ARI GALPER: Take care. Bye bye.

BLAKE: See you.

ARI GALPER: Okay, we're back to Stump the Guru show. We are live. We have folks all over the world coming in now. Of course, we're live from Australia, we have some more folks in the wings coming in. If you're on the podcast listening, welcome. Please always drop us a note on how you much enjoy this show if you do. If you don't give us some feedback as well. If you want to have a private consultation, just go to unlockthegame.com/freeconsult. Gosh, my books are on our website, unlockedthegame.com. There's so much there that you can play with.

We also are just launching our new mastery program as our 12-month curriculum, a group coaching program to teach you how to master or Unlock the Game process. Applications are now available and open. It's on our website, unlockthegame.com/masteryprogram, a group coaching we can begin to learn more about and apply to be considered a member in that program. So I will pull the next person and Steve if we can.

STEVE: Alrighty, here we go. I'm going to bring on Michael. And Michael, if you can let everybody know what you're all about, and your question, for Ari, please.

MICHAEL: I appreciate that. Thanks for the opportunity. Hello, Ari. Hi, my name. My name is Michael Evans. I'm a wealth manager for high-achieving professionals. The ones that we really seem to make the biggest difference for in their lives are the ones that see us as a partner as a collaborative relationship. One of the things I often get our clients or referral sources that ping me and say, 'Hey, I've got a friend, a buddy, a client, somebody that's going through something large in their life.' Generally, it's a transition.

Many of the times it's something like a sale of a business or a stepping aside and having other partners, you know, take over. And then they want to transition to

a different life. One of the things I find is that they are very emotionally wrapped up in the moment. So if it's a sale of the business, they are just starting down the process of getting a broker trying to decide how much they want, who are the buyers, and they're very much fixated and focused on that.

After listening to your book about unlocking the sales game, I'm just really appreciative. In my office, we take a collaborative consultant manner of addressing them, what I'm trying to get at is, I'll sit down and I'll understand their goals three years out, and they'll be pretty forthright. I think I should have been a priest. I'm a good Catholic, I should have been a priest. People tell me things.

And they really come clean. I also ask them, what do they have to overcome, what is their fear, their danger, maybe what their strengths and opportunities are. But there comes a time where I realized that we can really make a difference for them, our solution fits them.

The trouble is because they're so emotionally wrapped up, it seems like they're almost always like, 'Look, look, I really appreciate what you're doing. Once the sale goes through, once I get the big pot of gold, I'm going to reach out to you.' We have noticed in the years that, we're in our 14th year now, that if we get involved earlier.

ARI GALPER: Yeah.

MICHAEL: ... well before the sale well before that, if they articulate their goals, we can align so much of their financial life, so that it happens in a tax-efficient, appropriate manner. I'm sure that you've heard that from other financial advisors, but we really do take a deep dive and position them.

My consternation is I feel it is too salesy, or too pushy, because they're emotionally wrapped up in these other things that are happening, that I don't just want to say, 'Look, you're going to do so much better if you engage with us now. Let us touch your life. Get, you know, really get in deep with you so we can align all these things.'

So Ari, I guess, after a long-winded way of describing this, I'd like to know, how can I move them along and help them see that there's benefit? If they're being introduced by our clients already, the client can see it. You know, our clients, it's making the introduction, but many people have not worked with the fiduciary wealth advisor, they really don't see

ARI GALPER: Right.

MICHAEL: ... like, what it would be on the other side. So in my process, how do I want to move them?

ARI GALPER: Okay.

MICHAEL: So, I can have the conversation with them.

ARI GALPER: Okay, so one thing that you're doing here, you may not be aware of is that you're attempting to have them see the future with you. You're selling the future. You're saying, 'Hey, this is stuff we should look at, what are your goals? What do you want to achieve?' And you're taking them from the present to the future.

And that's where it's getting hung up. You got to be very careful because future selling no longer is effective, because people can't think past as you said, past tomorrow anymore. They're so frazzled with life and text and SMSes and stress. That's hard for them to be with you in the future. And that's what we're taught over the years by the sales gurus is sell the future. And that's normal.

So what I'm suggesting to you is, rather than talking about the future, focus currently on their current concerns. Now, you've said the word to me a minute ago, you said, 'I want to help them see, we can help them.' The word see is a visual word. And what they need to feel comfortable with you is some kind of visual roadmap that shows them pre-sale, what the process is to overcome their current obstacles.

Because right now, all they can see is a very narrow view of their world, right? 100 degrees, they just see this stress going on. You want to have a way to say 'Let me, if I may, may I walk you through a roadmap for how we work presale to show you all the issues and obstacles you need to avoid and how it gets you through that in a systematic way. If you don't, you can get yourself out of the suit again right now.'

So you need some way to keep them focused on the now, not the future. The future stuff will come naturally, once they are engaged with you now in a small baby step, if that makes sense?

MICHAEL: Sure it does. So if they articulate, you know, 'I want to make sure I have enough money to be able to transition and live the life I want. I want to set up my heirs so that they also participate in this and then maybe like I have charitable intent, or I want to endow all my kids, grandkids, you know, education to show them today.'

Those are the three things. Here are the things we address. Here's the path you're going to take. And I just know it's going to make a big change for them. But I shouldn't sell that I should sell today.

ARI GALPER: Oh so what you say is 'That's the future. Let's hold off on that for now.'

MICHAEL: Yeah.

ARI GALPER: Let's stay focused on where you're at right now and how to get to the future. Right now you won't achieve any of those goals at all, until you first get through these four phases that we've figured out the most business owners get stuck in, during this process and never get to their goals.

So let's fix the first part first, before the second part. Does that make sense to John? Like, then you got to get their head logically set up around this to understand, that they're about to go into a black hole. And without you having being a guide, they could never, may never get their goals.

MICHAEL: So Ari, if they then say, you know, I just have so much on my plate, it makes sense. I just don't know if I can, if I have the bandwidth.

ARI GALPER: No problem, you don't have to have any bandwidth, because we'll do the work for you. We simply advise you in what to do. So in fact, if anything, we'll cut time out of your current days you're more focused on what you should be doing.

MICHAEL: Sounds good.

ARI GALPER: Here's the bottom line, what they need from you is clarity. They need clarity on a path out of this sort of maze they're in because they're overwhelmed and confused. So hopefully that helps you and gives you some math.

MICHAEL: Yeah. Thank you so much. I appreciate your insights.

ARI GALPER: Awesome. Take care. All right, we are back to the Stump the Guru Show live. I'm here in Sydney, Australia, you probably got the accent originally from San Diego, been there for 20 years now. And we have a global team of coaches who work around the world, focused specifically on trust-based selling and shifting your mindset away from offering your solution to focusing in on the current problems.

I just talked to the gentleman there, as you've probably heard that. It's very common for folks in the advisory business, to attempt to sell the future. And that was all fine, pre-COVID. But now people have shifted to focus on the now. And your job is to do a deep dive down the iceberg to help these folks understand that you have a path and clarity and a roadmap to help them through the... they're going through right now.

Hopefully, it gives clarity for those listening on this podcast. If you want some help around your situation, please don't hesitate to reach out to us to have a chat with us. Steve, who else do we have back there?

STEVE: Alrighty, I'm gonna bring Sam on. I mean, we all know Sam already. And I think the viewers know Sam and the people that listen to the podcasts every month. Oh, Sam, but either way, Sam, if you will, please the routine of letting everybody know who you are. And then your question, of course.

SAM: Thanks, Steve. Thanks. Hi, Ari. Good to see you again. My area at the moment, I'm still at the fine-tuning this water demonstration sort of business that I'm working on at the same time. So I know that the people I deal with, they're not the typical low volume, high value, they're more the other way. This is a transactional type of environment. So I'm trying to emulate as many of the trust-based principles into that area.

My challenge is this and this is sort of I want some help on, I find that because these people aren't your typical professionals, they're more like your mom and dad's. My challenge is that there aren't any more really set-up an appointment when I call them afterward to do my traditional follow-up. But I don't want to talk on the phone. So it doesn't matter what how I phrase that call, they respond by text, or they say to send me an email.

And the more I say 'Would you be able to have a conversation', you know, they'll just get replies and browned back to the texts or back to the emails. I'm finding quite frustrating. So my question is, I've tried a number of things, how do I move them away from the text in the email and just encourage them to say, 'Look, I can't actually really help you until we have a conversation.' And they're still wanting me to send information or send a greeting.

ARI GALPER: Just after the first meeting?

SAM: Sorry? This is after the first meeting.

ARI GALPER: Alright, so we got to go backwards here. At your first meeting, assuming you do well, and they're comfortable with you, and they like you, and I'm assuming that's all it's all good there. At the end of the meeting, you got to set the rules of engagement of how you communicate with him after the meeting.

Right, because most people just say, 'Hey, nice to meet you.' 'Great.' 'Fantastic.', and thumbs up. And you leave and then it goes into this black hole of communication that is totally unstructured. You know, you need structure. So you need to let them know how you work. So at the end of the meetings, you know, they're so easy to think about or whatever.

Say 'Look, if you'd be open to it, how about if we scheduled another time to chat together? I'll give you some time to think about this. And because I'm so busy I only work by appointment only. And if it's okay with you can we set up a brief time say a week or two from now? We can talk for say 15 minutes on the phone

briefly if you'd like and I can be available to you to answer any questions you might have. And I may have some more insights for you, then, as I go and think more about your situation, would you be open to that?'

SAM: Love it. And I've tried various versions of that. And usually, because these are not professional people that aren't used to appointments, all that getting the first appointment was like, you know, extracting blood out of the...

ARI GALPER: In that case, Sam, you're going to have to need something else that they want, as an incentive to meet with you again.

SAM: Right.

ARI GALPER: Yeah, think about what else could there be. Maybe there, I don't know your world. But there could be some other information, some product, some incentive, some reason to have a second step with you in your process. This is a process reengineering question. If that's your scenario to think about, okay, what would be the logical next step for them that they would want to go to me with you again?

SAM: Just... the logic here of they probably have some questions. I mean, we've covered everything. But yeah, that's the, I get what you're saying that needs to be something there for us to want to...

ARI GALPER: We got to rethink a little bit about what could be a next step in the process that would they need to feel comfortable, you know, making the decision? Maybe it's something else. We can talk offline about this. But there's something missing here that they need a reason to meet with you again, if there's no reason that obviously there's no reason, obviously. So we just got to think about what would be the next step in that process.

SAM: Sure. Okay, well, let me continue with the same scenario. Let's say I get a random text saying, 'Hey, that was really great. Can you send me some information about x to my email?'

ARI GALPER: Is that after the first meeting?

SAM: After the meeting, yeah, so let's say I didn't share anything, I finished up thinking, Okay, it's not a sale or whatever. And then I get a random text, which happens and say, 'Bblah, blah, blah, blah, can you send me an email about whatever?' Now, I don't want to send anything, I want to talk.

ARI GALPER: Sure.

SAM: So how do I transition from that to I don't want to say to them, I'm not going to send you an email. Let's just have a chat.

ARI GALPER: Well, it's what do you write in the email? That's the key.

SAM: Now, I don't want to send them an email.

ARI GALPER: I know, I know, you don't want to do that, Sam. But you can use the request for the email to then get into a phone call.

SAM: Right.

ARI GALPER: So what would be something that example that what they might ask you for an email?

SAM: Or they might say, 'I saw one of your competitors have got this price? You said, when you were here that you would outline the differences. Can you shoot me an email with some of the differences between your product and that?'

ARI GALPER: Yes. Okay. So you're writing an email to the guy. But it only has, let's say, there's five reasons why you're different.

SAM: Yep.

ARI GALPER: You say, 'There's multiple reasons why we're different. There's approximately five of these. A couple are dot dot.'

SAM: Yeah.

ARI GALPER: 'The others require more explanation, would you be open to a brief chat again, so I can walk you through the other items as well.' Then you would call him on the phone afterwards.

SAM: Right.

ARI GALPER: You're going to leave something hanging, Sam, in your process, to get a next step in your process. That's just kind of how things work.

SAM: Okay, so sending the email, make them feel good. Yeah, I'm doing what you want. Give him a little bit and saying, 'Would you be open to having a chat about the others, and then...'

ARI GALPER: They require some explanation.

SAM: Right?

ARI GALPER: Email is a very flat one-dimensional media. It's only like, here's the attachment, or here's a number. That's pretty much it. It doesn't have any room for explanation. So legitimately, it would make sense to lead to the items that require an explanation or analysis would make sense to have a chat with the guy or anyone else. So it's legitimate to say that. Does that help?

SAM: You then email with would you be open to having a chat or something like that?

ARI GALPER: I would say the the rest of the items require a bit of explanation in detail, and I'm happy to have a quick chat for you. If you'd be open to it., let me know if dot dot dot.

SAM: Yep. And then you call.

ARI GALPER: ...in the response or call him back because he now knows there's more to talk about.

SAM: Right. Okay.

ARI GALPER: 'Hey, did you get my email? Great. Let me walk you through with the rest of the explanation around that.' And then you're on the phone with him.

SAM: Oh, I love it, Ari. That makes sense. Perfect.

ARI GALPER: Alright, Sam

SAM: Yeah... I could leave or give them something but not everything requires them to want to talk to you.

ARI GALPER: And it's legitimate because some items require a conversation.

SAM: Yeah, yeah. Beautiful.

ARI GALPER: All right.

SAM: Thanks. Ari. Thank you.

ARI GALPER: Take care. Bye bye. All right. We had an interesting show today, different conversations, different industries, but all sorts of down to the core problem of how do we connect with people at a level where they stick with us through the process they see we want to help them. And we have their goals in mind.

And that is the primary reason why most folks chase people and ghosts because they don't feel that you trust, that they can trust you enough to feel you have their goals in mind. And it's not because you're not trustworthy. It's because we're now in a commoditized world. The internet is now ubiquitous. They can get information whenever they want, wherever they want, and they're shopping for things.

And so if you don't have a process in place to shift that mode at hello with someone, then you will always be subject to being subservient to their process getting stuck in situations like this. That's what our one-call sale process is about. We've developed a unique technology and a system like a doctor and a patient to be able to build enough trust with somebody on one meeting, but then to feel intuitively and emotionally that you are the one for them without pressure without chasing without follow up.

Now it may not be a signed contract at the first call, but it will definitely be a commitment to stay on the calendar with you and work with you. And that's you're looking for one help around that and please grab my book on our website, unlock the game.com or grab a chance have a chat with myself or one of my coaches and we'll schedule that and just be open different way of thinking because it will challenge your current construct. I think we're almost at the end of the show anyone left out there Steve or are we good?

STEVE: We've got, I think Gary's in and out is cameras not on so that's up to you. He's...

ARI GALPER: Hold off his own camera for this time.

STEVE: We can hold on for next time. It's all good.

ARI GALPER: Sure, no problem. Okay, thank you everyone for coming to the show. Hope you enjoyed it, got some new notes, some new ideas, and please please reach out to us on our website unlockthegame.com. Let us know how you're enjoying the show. Take care. I'll see you next time. 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. 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. Before we say goodbye for now, if you enjoy 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 podcast until you reach ratings and reviews. Click one of

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