

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: ARI GALPER: Hello, everybody, and welcome to Stump the Guru. We're here for another month of exciting, fun, new ideas to help move your sales process forward. I know we have folks from around the world and our listeners on our podcast every month, I really appreciate you showing up. It means a lot to me, and especially those who are coming live on this show to ask me one of their toughest sales challenges they have that they're working on.

And this is a place where you can really bring if you want anything you have right now that you're working on, that you want some insights on to help you move the ball forward in your sales process. You could be chasing someone right now or not getting a call back or not sure what to do with someone who could be high value opportunity for you and no need for you to stress about it. Just come on to stumptheguru.com right now live. Put the link will let you in the queue and choose you to come on to ask a live question.

And my name is Ari Galper with trust based selling. We've had this for 20 years now and we specialize in coming up with innovative different unusual contrarian ways to build trust the people in your sales process to condensing and consolidate your funnel into one set versus four or five or six steps. How do you do that? You do that though building trust with people. And the theme of today is the whole concept of not thinking yourself, I have to have my sales pitch ready.

Your goal instead is to have a conversation with somebody, a two-way dialogue without a hidden agenda. And the key to that is a mindset shift to let go of the sale. Not even consider your needs in the conversation, not think about the next step, not think about your goals, not think about what you can make from the conversation you have to complete a let go of what your own needs are in order for you to dive into their world to be able to unpack their issues.

It's what I call going down the iceberg where you can unpack and peel back the onion of their challenges. Help them understand the impact their problem, help

them see if it's a priority for them to solve, and then have them choose you to solve the problem. Because here's the irony of all this is that your prospects don't really care about how you solve their problem. What they care about is if you're the one to solve it or not.

Once you understand the psychology, then you begin to break down and reverse engineer what you're doing to prevent yourself from over educating, doing free consulting, talking about your services, even trying to build a relationship with them on that first conversation. That's the mistake most people make. They think their job is to build a relationship with someone on that first conversation. And that is not true. The real key is to build a relationship with you them after their client not before they're a client. Before they're a client, it's trust-building, not relationship building. And those are very, very different.

And if you want to learn more about that, or even have a one-on-one private chat with myself, one of our consultants, just go to unlockthegame.com/freeconsultation and we'll talk you through this, so you can understand where you might be getting in your own way in your own success. So we're back to the show live, a global show here and all the channels around the world that people lining up right now to jump in ask them questions, and we'll bring Steve on to say and see next, Steve. Who's up? Who's on first, Steve?

STEVE: Alrighty, what's happening everybody and welcome to the lovely month of March. First out we've got Norris Brodsky. I'm going to bring Norris on. Hey, Norris. What's up, buddy? How you have you been?

NORRIS: Greetings from Hilton Head, South Carolina.

STEVE: There we go. So if you came to let everybody know who you are, what your business is and what you're all about, and then your question for Ari.

NORRIS: Yes, Steve. Norris Brodsky 25 year financial advisor in Baltimore, Maryland with Wells Fargo Advisors, working with Ari. We've written a book trying to get it published, having great success, just interviewing different people about the book and some other covers we've talked about. So, Ari, My question today is after interviewing someone, and gone down the iceberg and talked about some things.

he interviewee says, 'You know, everything's great Norris, I'm you know, I'm really satisfied with who I'm working with. He, he or she has addressed the issues that we've talked about. But you've been great. And thank you for interviewing me. And have a nice day.' So my question to you is, what's next? In other words, I don't think I've lost the person.

ARI GALPER: No, no, no, no.

NORRIS: I want to continue, I want to, at some point, I would like to reengage with them. Now, in one particular case, I'm going to play golf with this guy, because he said he'd love to. So that's certainly, but my question to you is either that person or going forward, what's the next step with these people that I believe are not 'no,' they're just 'not yet.'

ARI GALPER: Okay. So here's where they go back a couple steps. So we had to find out what caused the him to say to you, 'I'm happy with who I'm currently using.' Something in that conversation guide him to think somehow that you're trying to move him away from what he currently has somewhere in that dialog, I'm not sure how that even came up. What I'm suggesting to you is this, that should never even come up because your goal is not to try and move them from A to B.

Your goal is to try and identify any hidden concerns he has not yet told you that he hasn't been told his current adviser. So what I'm suggesting to you is after you go through interview, and he says, 'I'm good, I've got no problems.' Here's what you can say to go deeper to flush out what the issues are that he has been told anyone yet. That's your only goal with the interview is you go down the iceberg, you're trying to find items and concerns and worries that he has not yet expressed to anybody else.

And you're trying to create what I call a moment of vulnerability with him where he feels so comfortable with you, Norris. He can't help but to tell you his deepest concerns. And in a day and age of volatility right now, I can't imagine unless they're completely billionaires and have no concerns. Even billionaires have concerns. So if someone says to you, Norris, 'I'm happy.' Well, that's probably half the story. So the only reason he's probably saying he's happy with who is currently using somehow in the conversation, he felt like there was an attempt to move him maybe away from the other guy, I don't know.

But here's the question you want to ask. If there was one thing that you could wave a wand and improve or address or remove any concerns from your financial situation, no matter what it is taxes, investments, insurance, anything, just wave a wand, what would you want to have fixed or go away? What would that be?' That forces them to really, really think about the one thing that deep down inside. Now if he says to you, you know what? There isn't even one single thing I want to change about the situation. You're going to say, 'Have a nice day.'

NORRIS: Understood.

ARI GALPER: So you got to dig deeper. You got to really ask the profound questions to flush out the issues, that he's not even telling his advisor and not even telling you. That's why it's so important that that nuance of that iceberg is so well done. So he feels comfortable enough just sharing with you things he wouldn't tell anybody else.

NORRIS: Got you.

ARI GALPER: All right.

NORRIS: Thank you.

ARI GALPER: Thank you, Norris. Take care. All right. We're back to the Stump the Guru Show. We are live international, global online right now around the world. We have people lining up I can see in the room back here to ask questions. This is your one chance, once a month to come on and ask me any questions you might have around any complex, simple situation that you might be in right now.

We're trying to move the sales process forward, but it's stuck. If you can just land one more opportunity, you would change your month to change your quarter change your life. And why not come in and get the answers now versus struggle with getting traditional answers. So here's your chance to come on in live and ask me a question. So who we have next Steve in the green room back there?

STEVE: Alrighty, I've got a double for you. So I've got a two for one question. Coming up. I'm going to bring on David Visco. He's going to tell you a little bit about what he's all about and what his questions for Ari. And what are the script related, which is something I know that we all here deal with a lot. So, David, the floor is yours...

DAVID: All right, fantastic. Hey, Ari, how are you?

ARI GALPER: It's been a long time Dave.

DAVID: It has been. Yeah, it's been great. It's great seeing you again.

ARI GALPER: You too.

DAVID: So I have a new role. So I am now a profit acceleration strategist, basically a business coach that helps small business owners and service industries get from six figures to seven. And I'm able to double their profits in less than six months, guaranteed without any additional spin on marketing or advertising.

ARI GALPER: Okay.

DAVID: So I do this with a proprietary software that focuses on like 40 different strategies. USP compelling offers all that good fun stuff. The challenge is I need to get people, the initial call, I need to get them to schedule a 45-minute profit-acceleration cal.

ARI GALPER: Okay.

DAVID: And during that call, I'll provide them a free step by step roadmap to show them how to double their profits. The ultimate goal is to get them to become a one-on-one client of mine, or to join my group coaching.

ARI GALPER: Okay.

DAVID: So I have two different scripts to try and do that. So if I can, I'd like to share one with you where it's a cold call.

ARI GALPER: Sure.

DAVID: All right.

ARI GALPER: Are you calling a cold list of business people basically outbound?

DAVID: Yes. So basically, ads in my paper of service providers, like let's say a painter, maybe.

ARI GALPER: Okay.

DAVID: Right? So I see his ad, it triggers me to give him a call. So I pick up the phone, I say, you know, Hi, Bob, my name is David Visco, and I'm an associate contributor with the six figure coach magazine.

ARI GALPER: Okay.

DAVID: Could you do me a favor, please, I'm gathering information for an upcoming chapter in my new book. The reason I called you is because it's my understanding that you're one of the top painters in the area. And I'm trying to find out how the rising interest rates and inflation are impacting your business. Right? So would you allow me to schedule 45 minutes to pick your brain on this topic? So I could gain more insight in the industry and profession? And I'd greatly appreciate it. And if that doesn't work for me... somebody else in the industry that I could talk to? As my thanks, I'll send you a copy of my current book, and I'll make a reference to my upcoming book.

ARI GALPER: And what did they say?

DAVID: Well, so far, I haven't really used it very much. And that's why I'm calling you, you know, there's, I have a coach in this business. And this is something that he uses fairly successfully, when I've used it, I get people that aren't necessarily, you know, jumping through hoops to give me...

ARI GALPER: Well the reason why they're not jumping through hoops for you is because it's not addressing a specific concern they're probably having right now in their current business.

DAVID: Yeah.

ARI GALPER: Obviously, inflation, those issues, affect everybody at the top level.

DAVID: Yeah.

ARI GALPER: But to really get someone to commit, which is a big deal, to accept someone they don't even know on one call to show up for 45 minutes out of their busy day in the truck painting houses is not an easy feat. People underestimate the effort necessary and clarity to make that happen. So I guess you're writing a magazine book of some sort? Is that what you're doing?

DAVID: Yeah, we do have a magazine that I'm able to publish articles in. But along with that, I also have a second book that I'm writing. So that's why...

ARI GALPER: Okay. Okay.

DAVID: Yeah.

ARI GALPER: So you could just test, the same approach, but changing your languaging a bit. 'You know, my name is, you know, David Visco.' It is kind of wordy at the associate editor of ... It was kind of like, who, what, maybe tighten up a little bit. 'I'm working on a new book, in the industry related to painters around things affecting the business.' So it's about him. 'And I just wanted to see if you'd be open,' I think you said a different word. 'If you'd be open to the possibility of me interviewing you briefly, to gather your insights and ideas and issues that you're seeing in the industry that are being impacted by the economy today, would you be open to that?'

DAVID: Okay.

ARI GALPER: That would be a smoother approach than what you just did to me just now. If they were really interested, then they're not going to resist your approach, but just resist the concept and the idea he doesn't want they don't want to do it. That's

that's the first improvement. The second improvement is a change, remove the whole interview offer altogether.

DAVID: Yep.

ARI GALPER: And go in specifically on this specific issue you're going to help him solve, which I assume is creating more profits. Right?

DAVID: More profits.

ARI GALPER: So, why don't we just try and be fully authentic here and more authentic and say, 'My name is David Visco. I'm a Business Growth coach in the painting industry. And I work with owners of painting businesses who are looking for new ideas and insights to increase their margins and bring new clients in. Is that something you'd be open to?'

DAVID: I like that much better. That's exactly why I reached out.

ARI GALPER: I mean I just thought the first approach was kind of circling the wagons, you know, it was like, going around and helping to pull them in, it just feels a bit shaky. But this feels more authentic and direct, because you're addressing exactly we can help them solve. And if he says to you, 'Well, what does that entail? What does that mean?' That he'll probably say to you, 'What do you mean?', which was exactly what you want them to say. It's a perfect trigger. 'Well, what do you mean?'

'Well, what I mean, specifically, as a guest, have a new interesting insights and ideas on ways to leverage certain key components of your business that probably you might be not focusing on that could increase your profitability. If you'd be open to it, I'd be happy to schedule a consultation with you via Zoom. No charge at all, and walk you through some ideas around this. Would you be open to that?' See, the language. You can't resist the languaging. Even the offer sucks, it still sounds good.

DAVID: It's hilarious.

ARI GALPER: So you got a great offer?

DAVID: Yeah.

ARI GALPER: And the Ari languaging, you're bulletproof.

DAVID: Yeah, bulletproof. I like bulletproof. That's pretty great.

ARI GALPER: All right, David.

DAVID: Yeah, I think Steve had mentioned I can cue up another one that I had, if you still have time.

ARI GALPER: Yeah.

DAVID: This approach is a little different this in, let me know if it's a fit or not. This is where I find some said in the paper and a value pack or whatever. And I think they're the marketing isn't very good.

ARI GALPER: Yeah.

DAVID: So what I do is I go on to their web, I searched them on the internet. And I'm recording it in womb. Do you know womb where you...?

ARI GALPER: Yeah, of course.

DAVID: So you're recording what you're seeing on the screen, and you're pointing out the weaknesses in their marketing.

ARI GALPER: Yes.

DAVID: And the idea is, then I take that video, and it's only a few minutes long. It's maybe three minutes, and I email it to them.

ARI GALPER: Right.

DAVID: And within the video is a link where they can click to schedule a quick call with me.

ARI GALPER: Yeah.

DAVID: And I'm curious as to, you know, I have that script. But I'm...

ARI GALPER: You are doing it out, right?

DAVID: Yeah, I've tried it a couple times. I've gotten no calls back. No one emailed back.

ARI GALPER: I wonder why they didn't call you back.

DAVID: I don't know. Maybe it sucks.

ARI GALPER: Well, look...

DAVID: I mean...

ARI GALPER: I think it's a great idea just the wrong medium. What I mean by that is don't, you want to avoid digital marketing.

DAVID: Right.

ARI GALPER: Avoid the inbox. The inbox is the worst place to be with 1000 emails. I mean, it's like, what you, I love the idea. Here's what you can do instead. Take a snapshot of the ad printed on your printer. Then take a red pen with an arrow and circle all the areas and

an arrow and buy the note next to each item that is wrong. Then write a letter, yeah, real letter, type it out and print it on your printer and sign your name. And say 'Hi, John.' Introduction. 'I noticed your ad and here's what I found. If you'd be open to it, I'm happy to improve your marketing to get you some new quality opportunities.' And you put it in an envelope.

DAVID: Right.

ARI GALPER: And you FedEx it.

DAVID: Good old Kennedy stuff. I love it.

ARI GALPER: You send it in the mail, not digital, not click here, click there. There's no focus. They won't take you seriously. They don't even know who you are. People ask me all the time. They take a picture of my homepage. They say 'Ari your SEO is horrible.' I don't even know who they are. 'I can improve your SEO.' I'm like, 'Oh my, are you kidding me?' But they mailed me a photo of my homepage.

DAVID: Sure.

ARI GALPER: And they drew arrows and pictures with their name on it. I'd be so impressed with the mailing of it. I would call them back.

DAVID: I love that idea. Why didn't I think of it? You're perfect, man. That's awesome.

ARI GALPER: That's why you're here.

DAVID: That's why I'm here.

ARI GALPER: ... together again. So come on back again. David. Good to see you again.

DAVID: I will. Thanks you very much.

ARI GALPER: Take care.

DAVID: Take care, Ari.

ARI GALPER: All right. All right, we're back in the Stump the Guru Show. Great questions today, very different. But I think people are starting to see some insights that you know, are kind of old school but are effective. I'll tell you, we got to be really careful about automating your marketing. Because what you can do is you can automate out the effectiveness of it. It just won't work. Great idea, wrong channel. Change the channel, same idea, complete success.

For instance, I'm doing a newsletter right now, for my private clients. It's a physical one in the mail with an envelope with a stamp all pages long, every month, right? I could send an email out with links on it, sure. But it won't be effective. But when they get the mail they tell me, 'This is the greatest thing I've ever seen. No one's doing this.' And we have success with it. So hopefully, that helps all of you who are listening today. All right, Steve. Who else do we have in the queue there?

STEVE: Alrighty, we've got one left, we've had a couple of technical issues where people have come and gone. But Sam is on the road right now. I'm going to bring Sam in. Sam, are you going to be safely be able to ask Ari a question?

SAM: I'm very safe. I'm actually a passenger. So I'm very privileged to score some time on the show with Ari, thank you very much. Ari, question for you. Just to give you some perspective, I'm a business coach, but I actually need in the productivity coaching market. So my core target of people that are time poor business owners that are time poor, and they suffer from procrastination overwhelm. And that's essentially what I do.

So I'm quite fortunate, due to everything, you've taught me everything I've reviewed with your resources. And when I get them on a call, I can actually have my convert, I'm very happy with my conversions fact, I actually work out whether I want to work out with them or not. So my challenge at the moment, which is what I want to touch, it's a two pronged question is, I've heard a lot about these host beneficiary relationships, where, you know, I look at who else has got my target market, and possibly talk to them about accessing their database, not owning it, but just accessing it so they can put me in front of it.

So my questions are twofold. The first one is, knowing that I'm in the productivity space to looking for time poor people. What might you suggest as target markets or people that already has, so it's not association, but people already meet likely to have those sort of customers? And secondly, what do I say to these people? I mean, ... what I want to say to them is that, 'Look, I've got this product, and I'm good at this, and you're not, and you got all these people there that can do with my assistance, and... put me in front of them. But I want to say that the delicate, non-mafia way.

ARI GALPER: Sure, the first if I was the, first thing I would do as I'm hearing that scenario is productivity first of all, the generic concept applies to anybody. What I would do if I was, I would niche down into an industry, say plumbers, for instance, I'm thinking out loud here. Yeah, there are lots of plumbing associations, plumbing coaches, all kinds of folks like that who have those folks under their wing.

If you approached a group like that, and say 'I am a specialist who works with plumbers on getting more space during their day to fit in more clients. That's what I specialize in. Would you be open to me doing an educational webinar or some information to your audience to see if they resonate with that message? Would you be open to that?' See, that's a much safer approach, then, let me sell you my product to your clients.

SAM: Yeah, yeah. Yeah.

ARI GALPER: So you got to enter their sphere, as somebody who is already oriented towards their industry. That's the first tick box. 'Oh, good. He gets us. Oh, good. He's one of us.' That lowers the trust barrier immediately. Then you saying I have some articles or a webinar or a book or an article or something around this topic for plumbers and you'd love to see if his audience or clients would find that valuable. Would he be open to sharing some of that with his folks?

And he says, 'This is great.' That, to me, seems like a more accepted approach. I would probably be able to, you know, if you were really oriented towards the problem, that would also help the other middleman as well.

SAM: Love it, Ari. Yeah, yeah. Yeah.

ARI GALPER: So you got to enter their sphere, as somebody who is already oriented towards their industry. That's the first tick box. 'Oh, good. He gets us. Oh, good. He's one of us.' That lowers the trust barrier immediately. Then you saying I have some articles or a webinar or a book or an article or something around this topic for plumbers and you'd love to see if his audience or clients would find that valuable. Would he be open to sharing some of that with his folks?

And he says, 'This is great.' That, to me, seems like a more accepted approach. I would probably be able to, you know, if you were really oriented towards the problem, that would also help the other middleman as well.

SAM: Love it, Ari. Now. That's great. You mentioned plumbers, is there anybody else that you might think would be more inclined? You know, because for me, the people that are most time poor and most frustrated and overwhelmed, they're the perfect market for me. And...

ARI GALPER: That's everyone these days. That's everyone these days, but I mean, there's the service providers, any service provider, there's consultants, there's, oh, gosh, probably, you know, people who are on the road? I don't know, that's a good question for us to think about offline about. But I would just choose a few of them that are low hanging fruit, industries that already have groups already put together.

And it's someone else's upon that you can approach as the expert in that industry. Now, as you know, high management applies to anybody. So all you're going to do is repacking yourself for that niche, but the same content virtually for everybody.

And another question, that's perfect, Ari, thank you. That's given me a lot of insights. Just something that you've mentioned to the other gentleman, I've actually been asked to contribute some articles in an association. And in the news letters, I'm going to do a series of them. But should I write my first article and just do it as a, you know, solution to something and not have me with an invitation to you know, if this resonates with you reach out and I understand your specific...? Should I have that...

ARI GALPER: You do both. You write the article. Give them an amazing answer. And then you say, if you want to learn more, reach out to me at XYZ.

SAM: Okay, so you're not suggesting drop the article first, and just have me down the bottom without any offer? Just to make it a bit softer? Or it's just have that...?

ARI GALPER: Yeah, no, you got to make sure that article is hard hitting. It has to give, unpack the problem, give a clear answer. And then at the bottom, you can have a bio or next

emphasis, you know who you are. And then if you'd like to have a complimentary consultation, or whatever your offer is put right in there.

SAM: Okay, so you wouldn't do just the article with the solution. And no, yeah, no offer. Perfect. Excellent. I was bit worried about that thinking I should, I shouldn't.

ARI GALPER: Well, if I just talked to a group as well, who asked me for some articles, but were not willing to put a next step under the article back to me. I said, 'No.'

SAM: Right. Perfect.

ARI GALPER: Because I'm delivering value. Article is not a bait and switch. The article is hardcore content. It lands hard, but not to have a bio with the next step behind it why would I do that?

SAM: Yeah.

ARI GALPER: It's like a waste of time.

SAM: Man, you're a genius. Thank you very much, Ari. That's perfect.

ARI GALPER: Thanks Sam. Take care.

SAM: Take care.

ARI GALPER: All right. Okay. Well, we're at the Stump the Guru Show. We might be soon at a time. Anyone left back there, Steve who's on for today?

STEVE: Nope, we've cleared everybody up. You know, what you and Sam were just talking about kind of comes back to the days when people would say, 'Well, I'll give you exposure, if you do this, and that the other thing for free for me. I'll give you exposure. But we all know that \$1 is worth \$1. But we got nobody else.

ARI GALPER: Yeah. Thank you, Steve. So yeah, so getting yourself out there marketing is no longer effective, because here's why everyone's doing it. So you got to do one doesn't do. It is so you can be contrarian. So thanks for coming on the show today. Great questions, interesting ideas and scenarios. And hope you come back next month, just be here live at stumptheguru.com. Just click in there and you'll get in the queue.

As well, if you want to be a guest on the show, just go to unlockthegame.com/podcast you get our podcast and fill out a form there. We'll put you in the queue as well. And of course this is on Spotify and all the podcast channels you can listen to every month. Take care everyone. Take care. Signing off for now.

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 the five stars under tap to rate to leave a rating. Thanks so much and we'll see you on the next show.