

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. I hope you're all doing well. Hello to our listeners all over the world who's listening to this podcast right now. welcome. And of course, to our viewers who are live, who are jumping around the world right now, getting ready to ask questions, to try and stump the Guru.

My name is Ari Galper. I'm with Unlock the Game. We do trust-based selling, and doing this one thing for 20 years and nothing else, just cracking the code and how to reduce the sales cycle from multiple steps to one step, how to not chase people, how to build trust with them instantly, how to decommoditize yourself by not selling the old way, how not to defend yourself, all the things you hate about selling can be solved here.

And we've been doing this for a long time, lots of folks are happy with making a mindset shift. And this show really is about people coming in live asking me a question that they're stuck with in their sales pipeline, they're chasing someone, they have a complex situation they can't fix, they want some different insights, different perspectives that you get from other sort of folks out there who teach selling.

Our perspective is very different. It's based on the notion of not focusing on the sale, but focusing on getting to the truth and stay with people. The truth means building up trust with them and see if they are vulnerable opening up to you and tell you where they stand. So you can see if you're a fit or not. It's a different way of thinking, requires a framework different languaging, and it's not for the faint hearted.

You got to be open minded and willing to change your thinking and adapt to the new economy. As you know, trust is now in the lowest point ever has been for in our world and your job is not to sell. Your job is to build trust. In fact, I had a

gentleman approached me recently said, Ari, can you do some sales training for our team?

And I said, 'I don't do sales training. I do trust training.' He said, 'Yes, that's what we need. We're chasing ghosts. They aren't calling us back, play the numbers game. And I'm on the phones and emails and LinkedIns getting no response. How do we build trust and stop selling?' That was very brave of him to actually see that. But he did. And now he's doing great.

So we're back. We're on the show here. And this show, here's how we're people jump on live. My cohort here, Steve will bring them introduce themselves, ask me a question, and I'll answer it live for them as a live coaching response. I want to also talk about the theme today. The theme of today's show is not to ever have to defend yourself in your sales process.

And there might be times when people challenge you, they might say, 'What can you do for me? Why should I go with you? Why should we choose you over somebody else?' I've been there before. That's them putting the ball in your court forcing you to defend yourself, present yourself and sell yourself. That is a no no over here. We don't want to ever be put in a position to do that.

If you are for some reason, then your goal is to shift that conversation in a way that's so elegant back to their court where they feel comfortable talking to themselves and not talking about you. And if someone says to you, why should I go with you, your job is not to defend yourself, or prove yourself. Your job is to defuse the tension, reengage again, and continue on around their issues.

So if someone says you why should I go with you, your answer should always be 'I'm not quite sure you should yet. Or I'm not sure you should, until we first figure out if your issue matches how we can help you. Let's first see if we're a good fit, then we can go from there. Would you be open to that?'

Or if someone says to you, why should I choose you over somebody else, your answer should be 'I'm not sure you should. I think the best way to approach this would be to find the person who you trust the most. If it's okay with you, we'll take a step back for a moment and can walk me through your situation your issues, your challenges, and I can diagnose where you're at and we'll go from there. Would that be okay with you?'

So you want to turn the tables and then let them understand this is the doctor-patient conversation not a you-choose-me-conversation. When you make that shift, like that, people feel comfortable opening up to you and you have an open

dialogue to determine if you're fit or not. So that's kind of a theme today. We'll see if something like that comes up in our questions. So, Steve, who's first in the queue back there?

STEVE: Alrighty, here we go. Happy May everybody. We're here and first is going to be Bob Kerr. I'm going to bring Bob on. Hey, Bob, how are you today? If you could let everybody know a little bit about yourself, and then your question for Ari, please.

BOB: My name is Bob Kerr, I have a digital marketing business. The last time I think it was on here was asking about cold calling. And so far, you know, I'm able to resonate as far as opening 'Hi, can you help me out for a moment?', and coming up with a problem statement in order to engage them especially even with the person on the phone to start with that's trying not to let me through the gatekeeper.

And kind of using the same question again, with the actual prospect. So I'm able to usually get that far fairly easily. And then I'm asking, you know, of course, several questions about, you know, their online presence and things like this, you know, 'How is your website working for you? Do you do any ads?', and things like that. And a lot of times are very engaging. So, 'Yeah, no, we're interested in that kind of stuff.'

And, you know, what I'm trying to do, though, is just on that initial call is to get the second appointment. And I have many of them though, you know, I kind of go from there and say, 'Well, would you mind if we, you know, make a second appointment? So I can kind of follow up and we can kind of go from there.' And, you know, I get a lot of, you know, 'I want to think about it.'

ARI GALPER: Oh, hold right there, Bob. Hold right there. So, sounds like you're getting halfway there but you're not getting it from there to the appointment. Is that right?

BOB: Right. Yeah, there. Yeah. Yeah. To get...yeah...

ARI GALPER: Yeah. So I think what's happening here is your languaging is not exactly right for them to feel comfortable, trust you enough to both the appointment. And I would suggest that you change it a bit around the notion as of first of all, I'm assuming you get they've got the problem, and they're interested in what you have to say.

What you have to say next is 'Would you be open to the possibility of us scheduling a time to meet together briefly on Zoom. And I can share with you some insights', not information. Don't ever use that phrase ever again in selling. Here's some information. They don't need information. Trust me. That's free on the internet.

'Would you be open to scheduling a time to briefly meet on Zoom and I can share with you some insights that you may not be aware of now, that could help you in getting more inbound leads in your business? Would you be open to that?' Now that phraseology is important to use because obviously most people don't want to be closed. But people are interested in learning more.

But what breaks it all down is the language that you use, that doesn't make them feel uncomfortable saying yes. It's strange how, in essence, they want to learn more, they will happy to schedule a time with you, but it's the way you say it. They get some say yes or no. And so I think that if you try that languaging that might make them feel more comfortable saying yes. What do you think?

BOB: Yeah, I know, that sounds much better than what I'm doing it currently for sure...

ARI GALPER: Yeah, just tweaking that languaging is a key. So much of what we do with people is we tell them our intention. But the words come out in a way that just feels a bit rough. Like it does, it feels like we have our own agenda that we're trying to put forward first versus theirs. But when you soften that bridge, from point A to point B with Would you be open?

I can't tell you how effective that one phrase has been for 20 years now with all my students. And I'm sure that people right now on this call listening, who will say Ari, that's changed the game for me. So, yeah, I think try that phraseology. Come back. Let us know how it goes. Okay, Bob.

BOB: I will absolutely thanks, Ari. Excellent, excellent.

ARI GALPER: Well, we're here. It's live on the Stump the Guru Show. People are jumping on right now I can see in the queue to ask me a question. This is your chance to bring your toughest roadblock, blind spot, sales challenge. You'll always going to have friction in your process. And your goal is to eliminate the friction a 100%. If they're still friction in your process, you need to be here right now.

Or jump on and ask us a question here live or come to go to unlockthegame.com/freeconsult. Apply for a consultation with myself or my team. We can help you out give you some insights, insights to help you. Don't be afraid to do that or grab my latest book Unlock the Sales Game at the Unlock the Game website but get some help don't live with the fact you have to accept friction your process because you can change that. All right, Steve, who do we have next back there?

STEVE: Alrighty, coming up next we you know him, I know him. A lot of people that watch the show know him. It's Sam, we're going to bring Sam on. And Sam, if you could let the people that don't know you yet know a little bit about you and your question for Ari.

SAM: Thanks, Steve. Hi, Ari. Excuse me. Yeah, look, I help overwhelmed business owners reduce the statement of I never have time, and I help them optimize all their priorities to make sure they do have time. My question to Ari is that recently, I've had some success being interviewed on podcasts. And that's helped me promote my business.

And I've got a really pretty good one coming up, which is pretty exciting. But my question for you is this, it's made me think that I want to do some outbound reach to some people on podcasts. And I've got a bit of a good list of people that I want to approach. Thanks to you I'm very comfortable with what I want to say. But what I want to do is actually craft that in a way that's quite precise. So all of these outreaches are going to be via email.

And that's because of time zone differences. So what would you suggest would be the best way to reach out to these people in a nice flow, so that I do it in trust-based fashion to get them to have me as a guest? And also to parts of that question is, should I at some point, in that email, introduce the fact that I've done a podcast for this big name, if I get it?

ARI GALPER: Sure. Sure. So I probably start with the subject line. 'Are you looking for a different podcast guest?'

SAM: Right.

ARI GALPER: And then I started with, you know, 'Hi, John. We have... My name is Sam, we haven't met yet. I've been listening to your podcasts. I'm a big fan of it. I know, I believe your audience is business owners, who I assume was time pressed to get things done. And I've been listening recently haven't noticed anyone on your podcasts that has addressed this issue specifically, and I'm an expert in this area.

I just wanted to see if you'd be open to the possibility of considering the idea of having me interviewed on your show, to share some insights and new ideas for your audience that can help them tremendously, and getting more control of their time? I've been interviewed in other podcasts as well. Before, here are a couple of links to my other interviews.

If you find that these are helpful and would be interesting to your audience, please drop me a note back and we can see we can arrange a conversation. Thank you so much.

SAM: You are such a Guru, Ari.

ARI GALPER: That's better than chatGPT isn't it? That was AriGPT. It just came out.

SAM: I love it. I love it. I mean, that's exactly what I wanted to hear. I mean, that's what I wanted to say, by having those words, you know, in crafting an email, where, you know, because I get emails all the time, I'm sure.

ARI GALPER: They always get pitched. And the the secret to all of this is you can't change the medium you're going through. You can't change email or whatever you do but you can change your languaging. And the languaging is the only thing you have left in your control to change.

If you're not changing languaging, you're doing the same thing everyone else is doing, you are going to hit a wall with that because the world's become commoditized people are too tired for being approached. And unless your approach is different, you'll always be stuck playing the numbers game. So thank you so much, Sam.

SAM: Yeah, no great. Ari. Thank you. I'm going to get that word for word. And I'm going to use it. Thank you.

ARI GALPER: Tell me how many responses you get next time.

SAM: Okay. Thank you. Bye.

ARI GALPER: Take care. Byebye. All right, we're back here with Stump the Guru Show. It's so interesting, all these questions that all sort of stemmed back to some core principles, that we have to be very aware of how our brain perceives the sales process, we have to choose our words carefully., and more importantly, we can't do what everyone else is doing. We have to be different.

And the reality is that this world has become so commoditized for everyone that others can find solutions like what you have, and so you can't differentiate anymore in your solution. All you have left to differentiate is on your approach. If you don't master a trust-based approach like this one, you'll always be stuck playing the numbers game, and there's a way out of it as long as you're open minded being coached. So that's the good news. All right, so Steve, who else we have back there?

STEVE: Don't mind me I am lagging today. So I am trying to fight through the horrible internet here in New York. But our AriGPT sounds like a side project that I think that I might have to get the team working on for us and see what we can do there. You know, there's definitely something there. So let's bring on Theodore. Let's bring on Theodore, hopefully the clicking is working and we get them in. Here we go. Alright, Theodore, if you can let everybody know a little bit about yourself.

THEODORE: Sure.

STEVE: And your question for Ari, that would be fantastic.

THEODORE: Thanks so much, ... And pleasure to meet you both, too. I'm a high performance mindset mentor, I've involved over many incantations Ari, meaning, that I have gone through helping people through first of all psychology and then laid out how they can sell or endorse or promote or speak or communicate with their clients.

And I moved to a point now where I just decided I don't want to go through and not for more the time wasting aspect of having to do incredible levels of digital marketing to get people who are half interested, forget 24 hours that they said that they booked an appointment with you, you know, or more want to get to decision makers, and, and also sort of people who would sort of maybe older, sort of more towards me, but more in control or business owners, entrepreneurs and athletes.

So basically, I want to deal with the top end of the market, entrepreneurs or do deal with entrepreneurs, athletes, and white collar professionals, such as lawyers, accountants, and the like. I specialize in mindfulness and wellness as a base. But ultimately, I lead the person through to gaining clarity, removing blocks, and then ultimately setting you know what they want to do. And create..., if you will, a new certainty for them, and a new, you know, a new level of business.

So with for self, having come through financial services, I was brought one to ask you first meeting protocols, Ari, in a long services, is there a difference or how would you structure a meeting, if you're A. selling your own services or B. selling, say something of services for someone else, like real estate or something else?

ARI GALPER: Well, let's talk about...

THEODORE: Would the meeting be the same?

ARI GALPER: Let's talk about your service. Let's talk about you.

THEODORE: Yeah.

ARI GALPER: Let's say you have a first meeting with someone, and they agreed to meet with you or a lawyer or something an athlete and they heard about your service. And they show up on Zoom for a first meeting. How would you normally start that meeting there? What would you normally say now? How would you begin?

THEODORE: I normally ask them for a bit of background. And we'd sort of like go through sort of a more like a chronological conversation, what sort of led them to this point. And really, there's no point talking to someone if they have no idea of what they're actually looking to do.

So try and sort of establish sort of what they're looking to do. But why I've come on the show is, you say that and a few other astute people in terms of when you're selling or creating a relationship with connection and trust, do not pitch and do not probe because it comes across as you really only flagging your own self-interest.

So I've still, I've read your book many times, Unlocked the Game and kind of keeps me on track. But I'd sort of ask you personally: how would you go about representing services like that? What would you...?

ARI GALPER: Well, first, you have to have the mindset of a patient doctor metaphor. So when they show up on the Zoom conversation, the first thing you want to ask is this after say 'Hello, nice to meet you. If it's okay with you, John, we think step back for a moment. You walk me through your background, your story, your journey after your current situation, we'll go from there. Would that be okay with you?' Ask permission first. That is bedside manner, like a doctor with empathy, and then start to open up to you.

And they just have to share with you what their challenges are. You don't intervene. You don't fact find. You don't ask questions. You have to let them come full circle. Once they unravel everything, you listen to the biggest challenge they give you. You listen, and they'll tell you that one thing and then that'll be the issue. Then you say, 'Now you mentioned that your biggest concern was XYZ...' Here's next question down the iceberg as I call it. '...can you tell me more about that?'

Like a Doctor, 'Tell me more about that.' And that's it. You don't keep talking. Put the ball in their court, then they'll open up to you and tell 'Well, I'm worried about this and this and this.' Next question you ask is 'How long has that been a problem for you?' Next question you ask is 'What's been the impact to your business and your life emotionally right now by having to deal with every day? What's the impact of the problem?'

THEODORE: Yep.

ARI GALPER: See, we're going down what I call the iceberg now. We're going below the surface of the problem while you're unpacking, like doing the X ray on the problem, and he or she now understands the full context of it, and the seriousness of it. And no longer is this about you anymore. They don't care about your service. They don't care about what you have to offer. Your service now irrelevant in this process is all about having them own the problem first.

And the last question you ask is, 'Is this a priority for you to address once and for all, to sleep better at night and move on? Is this a priority for you? And I'm okay, if it's not.' Always give an exit door, allow them away out. So they don't feel trapped. Because they have to, you have to own the problem. Now, if he says to you, 'Yes, this is an issue I want to resolve.', then you're halfway there, without this discussing... at all.

Now, the next step is not real quick, the next step is not to say, 'Oh, here's my services.' The next step that I call it is to create a visual tool, what I call a roadmap, which is a visual way to tell them what your process is to solve the problem, not your price, not your services, not your background, just certainty and simplicity and a framework they can see that give them comfort to know that they hire you, you'll follow a formula. It's your success formula. If you have those two pieces of the puzzle put together, then you eliminate you ever having to sell your service, but they'll say to you, 'How can you help me?'

THEODORE: Yeah, yeah.

ARI GALPER: Then you're good. So that's a quick snapshot of what I call the One Call Sale model. What that word...

THEODORE: Yeah.

ARI GALPER: ... that actually give you a sense of where to go from there. How does that sound to you?

THEODORE: That sounds terrific. Just a quick one, because you've obviously got other people. What is your view on an elevator pitch? What would you say initially say to your services? How would you stand out from the crowd given you just mentioned, the commoditization of everything, now all the emails look the same, all of, you know, that people all the text messages look the same? All the, you know, the Facebook scrolls have the same, what would what is your view on an elevator pitch...?

ARI GALPER: Whenever you, if you're forced to give someone a pitch in an elevator, for instance, it should never be about what you do and your solution. That's number one rule. It should always be about the problem that you help them solve. So if someone approached me, I'd say, 'I help business owners who are in a low volume, high margin model, were chasing opportunities, and convert them from multiple steps into one step. That's what I help people solve.'

That's all I'd say. I did this actually last week at a large virtual conference. And they asked me to introduce myself. And I described, I said exactly what you just told me. And every hand went, that's me. I've got that problem. I want to talk to Ari, I want to talk to Ari, and we had so much business coming we have enough for a while. So the clarity that you provide on the problem is the bees to the honey...

THEODORE: So would you say that just last a little bit, would you say I help people who are concerned with they're not achieving peak performance, business isn't going as well as I do? Would you get more specific than even that?

ARI GALPER: I would say I help business owners specifically who feel like they're being held back from their potential, and obstacles are fighting through, and they sit at night, they keep thinking about work. Those of us people who I helped you. 'That's me.' It's everyone in the world.

THEODORE: Yes. Yeah.

ARI GALPER: That's the whole point. Anyways, good to see you again, Theodore.

THEODORE: Likewise, thank you.

ARI GALPER: All right. All right. All right. So here we are in the Stump the Guru Show. I hope you've enjoyed it today. We had an array of questions. And you'll probably see the themes that I'm covering, there's languaging, there's mindset, there's framework, there's roadmaps. But once you put them all together, it's just so easy to be yourself, and no longer have to pitch yourself anymore.

And just stop selling yourself. I know it sounds so contrarian, we are taught by everyone else on the market right now, to present yourself, have a presence. Get out there, you know, knock on some doors, email people. You don't have to come across as someone who's chasing someone else. And you can actually be successful by shifting your mindset to this concept. And we have so much to help you with if you if you're willing to reach out for some help.

So if you want some help with this privately, go to unlockthegame.com/freeconsult, or grab a copy of my latest book the website as

well. Reach out, don't be afraid to say hello, and we'll help you. So anyways, hope you enjoyed the show. Take care, and we'll see you next time. Thank you so much.

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.