

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. This is Ari Galper, with trust based selling, if you've been here before to the show, welcome back. If you're new to the show, welcome for the first time here. This is an experience for people to jump in. Ask me a live question. If you don't know we specialize in trust-based selling, a unique niche for the last 25 years I've been honing to an art craft. And we have so many clients now who are successful using this. And we've really honed our intellectual property and our process to the point where it's now very easy to understand and use.

And you can apply to your own sales scenarios with a different twist. And hopefully, when you come here, and listen to the podcast there is always a new idea that you get. So if you're on the podcast with me now, welcome. It'll be of course on all the podcasts that distribution points. And we have a short amount of time today. So we're going to, I see folks were lining up to jump ask me a question, which is great. And the theme today is this concept that you don't have to work on building a relationship with someone pre-sale.

That's hard to understand at first, because we're so used to the idea of building relationships to build trust. But what I discovered was that you build a relationship with someone after the sale, not before the sale. So how do you build trust before the sale, you don't focus on getting to know them, you focus on getting to know problem. It's a very different shift and thinking. Most of us think, 'Oh, my job is to get to know somebody first have them get to know me first.' That's the whole Know, Like and Trust Model, which came back from me from the 80s.

And the difference now is that you don't need that anymore. You can focus right on their problem and unpack their issue like a Doctor, their patient, and they'll attach to you because they trust you. And here's the irony of all this, they don't even have likely to work with you. They just have to trust you. So a little tidbit for

today to think about. And we'll call Stephen now to bring us our first guest. And we'll go from there. Steve, who do we have back there?

STEVE: All righty. Let's get going and happy holidays to everybody for whatever it is you celebrate. I hope you have an amazing one. I'm going to bring Kerry on first. So, hey Kerry, how are you my man? What's up? You know the drill. You've been here before. Let everybody know a little bit who you are and then your question for Ari please.

KERRY: Hey there, Ari. So, I run a nonprofit organization called IDEA or International De-escalation Association. And we do a lot of work with school districts. And being able to provide solutions, one of the challenges that we have is when the school teachers don't have a lot of time to be able to absorb the material that we do for our training.

So I'm curious when you're trying to help a client find a solution to one of their problems and build trust at the same time, they seem to go hand in hand. But do you have any techniques for being able to really nail down the questions to ask a client, when you're trying to help them solve their own problem that maybe they don't even know about.

ARI GALPER: That's very common Kerry where people have a sense of what they want to solve, but don't understand what they need to solve. It's a very subtle difference. And the challenge is you're bringing up is the most prospects will bring to you a symptom of the problem or say to you 'Kerry, my shoulder hurts.' And the most experts will say great, let me help you solve that problem. But a doctor doesn't take that assumption and assume it's true. They go to an x ray machine, an MRI machine to find out what the real core problem is.

And it turns out the shoulder hurts because of blood clot in the right hand in the right calf. They didn't know that. But the doctor figured that out because he has a process to diagnose the real problem. And so that's the first element to think about is never assume what they're telling you is totally the full picture because the person who has their own problem themselves does not have a 360 view of their own self. It's impossible.

Human beings only look inward. They don't look outwards. So that's why they need an expert like yourself to help them see the totality of their issues. So what you first do with people is that you've obviously you have to share with them what their concern is. That's as far as I can take it, what I call surface level, then you need to unpack that issue and help them see the context behind it.

And that's where the questions come into play, where you might want to ask things like: Tell me more about the situation. Tell me in detail what's happened before. What have you tried on your own to try and resolve this? How long has this been an issue for? What's been the impact your situation and your kids because you haven't been able to solve this? Give me more sense of how this is slowing you down for your performance? Give me an idea of how much you're losing because of this. Give me... See how I keep going.

KERRY: Yeah.

ARI GALPER: You have lots of questions because you have to help them go down their own iceberg, help them see the truth behind their own problem, because here's the thing, if they don't own the gravity, and the seriousness of their problem, it is not urgent to solve, then they're going to ghost you.

KERRY: And make total sense. Okay, thank you so much. I appreciate it.

ARI GALPER: You're welcome. Yeah. Welcome back and see, it's good to see you again. All right, so what I just took Kerry that through was the concept of You're the Doctor, They're the Patient and not assuming what they're telling you is the full picture of their problem, because in many cases, they'll seduce you with what their issue is, and then off you go to the races and try and solve it. And many of you listening today are experts in what you do.

And you have what I call the curse of mastery. You know, your stuff so well, that when you hear the problem it is not new to you. You've heard it so many times you start processing the answer, and your system spits out the solution. And then all of a sudden, you're off to the next step. And they haven't felt the sense of trust from you because you didn't do a deep dive inside their world.

And the key to trust building is understanding their world at a deeper level, they themselves don't understand. And that's where you need to get to with people to build that trust without them having to like you first, back to our first theme from today. Okay, Steve, who else do we have in the wings back there?

STEVE: Alrighty. Next up, I'm going to bring on Clyde Anderson. So here we go. Hey, Clyde, how are you? If you can, as you heard with Kerry, let everybody know a little bit about you and your question, for Ari, please.

CLYDE: Hi, good morning, good evening, good day. So I have a business that does consulting in the construction industry. And because we're a consultant where prior to the design being approved for construction, so the process is they need

certain things to be ticked off on their list. And one of the things is what we do, which is building energy efficiency.

So it's a mandatory requirement here in Australia, and we need to tick the box for them. And so they kind of come to us with an expectation that that's what we do. And that's what we can do for them. And that's what they need. So the deep dive is a little bit hard to do, because they've already decided that they want just a price from us so and then schedule it in when they're ready. So the question that I've got for you Ari is not in that area, we've already discussed that before.

It's related to when you're picking up a new client, and you're going through the roadmap, where you're saying, 'Would you be interested in us showing having a different perspective on how we go about solving problems like yours with other clients? Would that be of any help to you, we can run you through our process. So you're fully aware of where we're at and how we deliver value for your project, all that stuff. And they come back and they say, 'No, I'm busy at the moment. I'm just trying to get quotes.'

And they basically hang up on you, they don't give you the opportunity to respond. And it's very awkward at that position because you don't want to go ringing them back and chasing them you know, you know that space they're in. The person you're talking to is not the decision maker. They're just a telephoner who's getting quotes as their terminology. And they're not necessarily interested in a deep dive, not interested in our process. They just...

ARI GALPER: Let me ask you a question. Is the decision maker, seeing what you do as a complete commodity, apples to apples for everyone else? They've never had a problem before with anyone else. They literally just price only in the zero value and extra besides price, do you think?... Is there any... only a risk in them choosing someone at a cheaper level that makes a mistake?

CLYDE: Possibly, yes. But the person who makes that decision we never get to see. It's three steps away from them. I'll give you an example in a construction project. There's the building owner who's paying for the project. There's the Project Manager and there's the architect. And then there's us, we tend to be talking to the architect. And so, we're three steps away from the person who says go.

ARI GALPER: Okay, so I think you don't have much control of that initial conversation. It sounds like. So there's something you can do that bypasses a lot of this. And that is you should consider the idea of creating a trust asset. And we've talked about before, I'm not sure if we can't, if we have, but something that you can mail to them, the

contact the architect, the owner, anyone you know, in the chain, you can send them somewhere in your process that arrives in the mail, that sets you apart.

Because if you can't use the conversation itself to differentiate you, then you need a way to bypass all that. So it could be something as simple as a document or a mini book or something that says the title of How to Choose an Energy Efficient Consultant You Can Trust. And, 10 to 20 blind spots they need to be aware of to avoid choosing someone that can do a poor job.

CLYDE: Right.

ARI GALPER: It's there's probably someone your industry is not doing a good job, most like cutting corners charging, you know, who knows. But if you're the whistleblower, and you tell people to watch out for these types of criteria, when you're selecting someone by default, you become the person who they can trust because you wrote the book on it, the consumer's guide How to Choose Efficiency Consultant You can trust and you've written the book on it. Well, by default, you're the guy.

CLYDE: Right.

ARI GALPER: You need something to do that. Yeah.

CLYDE: Okay. So when we're on this new call, first call, we're trying to do the One Call Sale...

ARI GALPER: Sure.

CLYDE: And I don't want to go down. Look at our roadmap. So you're saying that...

ARI GALPER: What you say is, 'May we send you a copy of our new book that we just written? Since you're choosing other folks right now it will, it's a guide that could help you along your path. Whether it's a yes or not it's okay. But this will really help your process. So you don't make the mistake of choosing somebody that could mess your project. Would you be open to that?'

CLYDE: Alright.

ARI GALPER: What are they going to say? 'Oh, of course.'

CLYDE: ... You send it to them. And then we just wait for them to come back to us...

ARI GALPER: No, you send it to them. Get their address.

CLYDE: Yeah.

ARI GALPER: Get their phone number. And then you call them. You send it. Track with the tracking number overnight delivery Express. So it gets there the next day, the tracking says delivered.

CLYDE: Yeah.

ARI GALPER: And you call the day after that. And you say this. 'Hi, Julie. It's Ari here. We spoke couple days ago and I just want a call to see if received my book. Did you get that by any chance?' 'Oh, yeah, it's right here. Thank you so much. It's on my desk. Right? Well, I really appreciate you sending that over.' 'Great. Once you have a read of that. And I'm sure you'll probably have questions about everything why don't we have a chat again, and we can talk from there? How's that sound to you?'

CLYDE: Yeah.

ARI GALPER: So all I'm looking forward is a different road to go on to open up dialogue so she can trust you that you're not trying to sell them. You're trying to help her in her process as a guide.

CLYDE: Yes. Alright, so they're still coming back to us. We don't bother chasing them or anything.

ARI GALPER: You don't need to chase them because you just deposited value in her emotional account by delivering a gift of what she needs right now to help her or him and her process. It reframes that chemistry and their perception of you being just a commodity to you being someone who's an authority that can help the process.

CLYDE: Right. So when they come back to us, that's when we do the roadmap with them. Because now they've appetites now ready for them.

ARI GALPER: I'll have her open to realizing you can add extra value that they couldn't before.

CLYDE: Okay. Excellent. Thank you for that

ARI GALPER: ... opening up their mind to viewing you away from being commoditized to an authority you're going to advise them to make the right decision.

CLYDE: Yeah.

ARI GALPER: It's a shift in your positioning if that makes sense.

CLYDE: Very good. Okay.

ARI GALPER: Okay.

CLYDE: I'll be working on that. Thank you.

ARI GALPER: Sounds good, Clyde. Good to see you. All right, we are back to the Stump the Guru Show. We are live and it's Ari Galper and we specialize in trust-based selling. If you want

to have a private consultation, just go to unlockthegame.com/freeconsult and we'll give you a gift as well there, one of our free books in the mail as a gift for that. And you can see how we walk our talk to help you analyze your situation, and then see if you'd like to go from there.

We have so much happening now, it's just after 25 years, you would think that things will slow down and what we do but trust has really dropped so low in society right now that people are really needing help, too, especially in selling to build that trust again. And luckily, we do it for 25 years. So we have lots of work around this and processes and really easy way to understand all these concepts.

So if you haven't got my book yet, on our website, we have multiple books there, Unlock the Sales Game, Trust Authority, lessons from Toby about my son, our new one coming out now called Trust in a Split Second. Make sure you grab those books as soon as possible and have chat with us as well. All right, Steve, who else do we have back there? We have one more I think going.

STEVE: We do. We do. I'm going to bring on Irv Ercan. So Irv is coming on right now. Hey, Irv, how are you? If you can...

IRV: I'm good. How are you?

STEVE: Doing well. If you can let people know what's going on in your universe and your question, for Ari please?

IRV: Well, I'm a financial advisor. And my job is to make people making intelligent decisions about their lives. And one of the things that I have a little bit of a problem with is asking the right questions to have people give me a path that I can go down whether without telling them that this is what they have to do, although I want to tell them this is what they have to do.

Whether they're more interested in a product that produces well, but is the most expensive, different one that doesn't produce as well, but saves the money in the long run. I don't want to, you know, get them. I don't want to make the decision for them before I want to know this a little bit more in their inner self about which would be the best result for them.

ARI GALPER: Sure, sure.

IRV: I don't... my... would be described with a high priced one, you can always get less, that's always a good thing. But to try to kick somebody up to something that costs more, and, but does better is a harder sell.

ARI GALPER: Well, I assume the one that costs more would add more value to their lives.

IRV: Oh, yes.

ARI GALPER: Or not. Oh.

IRV: Yes.

ARI GALPER: Okay. Okay. Okay. So the one that costs more equivalents equivocates to a higher values of value for them. The one that cost less, they get less value.

IRV: Right.

ARI GALPER: Obviously. So what you can do is position those is an option. But you do it in a way where the value propositions are very clear on what they're getting give up. If they choose the lower one. Now, we're not going to try and convince them to buy the higher one, we're going to show them what the options are and what they're giving up on each one of them.

So can you delineate between the higher and lower and be clear about what they don't get with the higher which in that would then determine with them to them it's a priority **for them to have what they're going to miss from the higher one?**

IRV: A higher one. A higher one, you can yeah, the higher one, it's a permanent life insurance policy.

ARI GALPER: Okay.

IRV: And what the higher one does is it the end of the day, 30 years from now that the higher one will have a higher death benefit, because it grows and we'll have more cash inside the policy will have way more than what they put in the long run will give a death benefit, not as much, and the cash will be less. So if they're satisfied with just getting the instrument and they just want to get it and get it as cheaply as they can, then maybe that's the one for them. If they're interested in getting the best bang for their buck, then maybe if they can afford it, then the higher one is the better value.

ARI GALPER: Well, it sounds like one of the separators here would be those people who have more capital than someone else.

IRV: Yes.

ARI GALPER: Like if they're wealthy, then they think like an investor. If they're not wealthy, they don't think like an investor. They think like just enough to cover their needs. Right?

IRV: Right.

ARI GALPER: So you can make that judgment call that assessment, based on you identifying and understanding them better to see, obviously, the size of their portfolio will give you a good indication of that. But also they're in there, how they think, are they investing oriented? Because you can position that higher product as an investment. Right?

IRV: Right.

ARI GALPER: So you can say this question, you know, I'll present with a couple option. One is with an investment mindset point of view. And one is a just a tactical point of view of just solving an initial problem. That's it. Would you like me to explain both to you?

IRV: Okay.

ARI GALPER: So I think just positioning the two in advance based upon how they might want to think will determine what's they're going to choose anyways, you're not going to convince them of something, they're not going to fit their frame of reference anyways.

IRV: Right.

ARI GALPER: So you want to just set it up correctly so that you can point them to where they want to go based upon the positioning. So the higher one option is for people who want to have coverage for the health insurance and not worry ever again. But on top of that, want to leverage their wealth they've developed over the last 50 years. The one lower option if other people don't want to develop their wealth and pass for their family, but just want to cover health issues.

IRV: Okay.

ARI GALPER: 'Which one Mike? What do you fit in these two categories, Mike? I'm just making this up. I'm just thinking, from your point of view, I think that will help him choose that, to take the pressure off of you from selling it.

IRV: That's very good. That does what I want to do without getting into the nuts and bolts and the grit of it all. Exactly.

ARI GALPER: Exactly. Because you're not going to win this game on a spreadsheet of benefits. Because they're not going to, they can't process it as well as you can because you live in that world every day. They don't.

IRV: Right.

ARI GALPER: They need a simple concept to frame it from to make that decision. And that's I think the way to position is they can say themselves. 'Yeah, I like the idea of growing investing something.' Try that.

IRV: Okay. Ari. Thank you.

ARI GALPER: Good to see you again, Irv.

IRV: Good to see you.

ARI GALPER: All right. So what a show we've had rapid fire, we've had all interesting questions from positioning to languaging to unpacking problems, but you notice a theme here. The theme here is a problem centric approach, not a solution centric approach. But most people who sell are the opposite. When they hear a problem, they start solving it in their mind and moving somebody forward. In our world, we don't do that we unpack we go do a deep dive, we stay in there as long as we can until he asks for help.

When they asked us for help, then we give them a roadmap model to show them how to onboard from there without selling our product. It sounds unconventional. It sounds different. But we can walk you through how that works. Just reach out to us anytime. And I will mention one last thing. If you're on this podcast listening right now, we're about to close the doors to our 12 month curriculum program called the Mastery

program coming up starting in January, where you can like small group of us, you can learn how to master the art of this in a 12 month period, a one call a week with a group of us to really mastermind this and apply it to your world and learn it bit by bit.

It's an easier way to enter our world. It's on our website, just go to unlockthegame.com click on Trust Academy, fill the application out there. And we'll try and talk to you before the end of the year. If you want to get into the program well might open up again next year, not sure if we will or not, but you can still apply and get on the waiting list. So I'll leave you with that. And thank you for coming today. All of you have a wonderful new year, and I'll see you all in January. Talk to you soon.

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.