

# 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: to 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. Happy New Year to those who have been on the show for quite a long time. If you're new, welcome aboard. My name is Ari Galper. I specialize in trust-based selling. And we believe that trust is a new currency in the business world. And this show is all about challenging your thinking, answering your questions, having you throw me your toughest challenges, and see if I can answer them from a trust perspective.

If you're new to the show, we do this monthly. The feedback has been amazing. People take ideas, implement them get results. The shows from the previous episodes are available at [unlockthegame.com/stumptheguru](http://unlockthegame.com/stumptheguru). And if you're coming in live now, welcome. If you'd like to get in the queue, there's already people in there I can see to ask me a live question on the show, just go to [stumptheguru.com](http://stumptheguru.com), literally [stumptheguru.com](http://stumptheguru.com).

That'll put your right into the queue. And if we have enough time, we'll let you in the show. If we can't catch you at the end, just come back next month, we'll do this again, kind of get earlier. So you get ahead of the line. I see there's a lot of people in there right now. So look, today's theme is about how to shift your thinking away from presenting your solution to instead shifting to a doctor-patient model.

And that is the theme of my new book coming out soon called the One Call Sale, which I'm working on right now, which will unpack and dissect how to shift your approach to your conversations around where you're in a diagnostic mode but not in a way we were caught examining somebody or qualifying them, but a deeper level, where you're really helping them feel that you trust them by going to a level that they themselves have never gone to before where you understand their situation.

You know how when you meet someone at a party, you're socially and you say to yourself, 'Wow, he really gets me. She understands me.' That's what deep trust is.

So when you shift to the doctor patient model, and you have what I call bedside manner and empathy with someone, and you don't just ask questions to qualify them. But you ask specific questions, what I call going down the iceberg to really help them understand the totality of the issue, help them amplify what the situation is, help them understand the impact of not solving the problem.

And of course, at the end at the bottom of the iceberg seeing if there is a priority to solve that problem. If you can get to get in that mode with people on a scheduled consultation, you can activate what I call the One Call Sale. And the One Call Sale doesn't mean you'll get a signed contract on that first call. But what it does mean is they're serious about moving forward with you. That's what you need. Because a lot of people that we work with privately, when they come to us, they are in chasing mode.

They're chasing leads, chasing ghosts, they're not getting calls back, and it's a numbers game. So we're flipping the model. We're saying it's not about how many contacts you make anymore. It's about how deep you go on each conversation. So that's the theme of today. But of course the show is open to anybody's got a question around their situation. So I'm going to leave it to my cohort, Steve here, who's our co-host to bring folks into the show who are in the greenroom right now waiting to ask me a question. And I'll let him take it from there. Steve, come on in.

**STEVE:** Hey, what's happening, Ari? As you can see, winter is here in New York, and I'm more and more bearded every day. I'm going to look like Santa Claus by December. First step today, we have Willamina Ford. She's going to come on and she's got an amazing question. And Willa's going to tell you first a little about herself and, yeah. Classic.

**ARI GALPER:** Great. Hi, Will.

**WILLAMINA:** Hey, Ari, how are you?

**ARI GALPER:** Good. Thank you.

**WILLAMINA:** Thanks for having me on.

**ARI GALPER:** For sure. For sure.

**WILLAMINA:** I love that intro. Because really, that is my whole question that I want to ask. I've really my business is majority it's online. And I do talk to people on a daily basis. It's connecting people for affordable housing. And I do find that I chase a lot. I chase them like, 'Have you got the house? If you do this...' And they kind of

disappear and they go cold. So how do I create that One Call Sale on that bedside manner that you talk about in an easy way?

**ARI GALPER:** Well, it could be... Do you hear an echo?

**WILLAMINA:** Do you hear an echo? Do you hear me?

**ARI GALPER:** Do you hear me that going...?

**WILLAMINA:** I don't hear it going.

**ARI GALPER:** Okay. Good.

**WILLAMINA:** Do you hear it yourself?

**ARI GALPER:** It could be you are so passionate. You really want to help people that the moment you.... for you, it says, 'I can help them.'... And... happening is... claim... solution until you unpack their issue. And you're...

**STEVE:** I hate to interrupt guys...echo going on.

**ARI GALPER:** Okay so Will on mute I guess. All right. Oh, that worked. Wow. Okay. So what I was saying, Will is very possible that you love what you do. And you want to help people. And the minute you sense that you found somebody you can help, your instinct probably is to tell them to soothe their pain, to show them a way, to show them out that there's a way to solve the problem, and you're doing it with complete authenticity.

The challenge with that is, is it breaks the necessary pattern that your potential prospect needs to trust you first, because in essence, they really aren't looking for the solution. What they're looking for are first is someone who understands them. And you have to first go to a deep level of understanding with them around their situation and a level they themselves don't quite understand yet. But then they get this feeling that you're the one to work with. See, they're still first have to buy you before your solution.

And I think what you might be doing is you're bringing your solution upfront with yourself and saying, 'This is great, you're going to love it.', hoping that they're going to buy into your solution. And that's what the mistake consultants make, entrepreneurs make, business owners make is they assume that the solution is enough to move the person forward. And it turns out is not because in the back of their mind, they're saying themselves, 'Do I trust her? Do I trust her? Do I trust her?'

So if you can start thinking about that, and taking your solution and moving it back a few steps, and work on this trust building first, that'll marry both together. And you can ultimately avoid chasing people ever again. Hopefully, that's helpful. You can unmute yourself.

**WILLAMINA:** You read me like a book. That's absolutely exactly what I do. I rush, and I'm like, 'I can help you, I can help you.' So one question is, before that preamble, before you get to that of building trust, would I kind of go like this is my story. And this is what it is, is that build trust doing my story and that brings them over to me a bit?

**ARI GALPER:** So, mute yourself there. This isn't about you, or your story. This is about them, and their story. And when you start a conversation with somebody, you want to start with this opening phrase, 'Can you tell me a little bit about your situation, a bit about your background, and your challenges around XYZ?' Whatever yours is. 'And we'll go from there.'

You start the conversation there, that puts a spotlight on them, and gives them license and room to open up and share with you what their truth is around the situation. Because if you start talking about your story, and you all of a sudden, they feel ignored. It's subconscious. And I know a lot of marketers teach share your story, tell them examples, because they'll connect to that. Well, they will in a roundabout way.

But that does not build trust. That's only a way to build credibility. And my contention is that credibility has been commoditized no longer is a differentiator anymore. But trust is the ultimate distinction. So on that note, hopefully it helps you Willow and I appreciate your question. You got unmuted...

**WILLAMINA:** Also, Ari. Thank you, Ari. That was excellent.

**ARI GALPER:** All right. Take care bye bye. So welcome to Stump the Guru Show. If you're new I hope you're enjoying this so far. Again, this is live without a net live coaching where you can bring me your toughest sales challenge right now, you're chasing somebody, you're not sure how to get a hold of them or you have a complex challenge. Please just go to [stumptheguru.com](http://stumptheguru.com). Just like it sounds [stumptheguru.com](http://stumptheguru.com) and jump in get the queue.

We'll try to get you if we can. If you want to catch me offline with a private consultation complimentary, just go to [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult). And fill the application there. And we'll talk from there. So who else do we have back there Steve waiting in line?

**STEVE:** Alrighty. Next up we have Lee or Leigh, I'm not sure if I'm pronouncing their name right. Coming on, let's see if Lee's here. Hello?

**ARI GALPER:** Give it a moment. We'll catch you next.

**STEVE:** All right, so let's get... We'll go. We'll let give them a moment to sort themselves. And we'll go on we'll continue onward forging ahead. Next is going to come up is Jeff, I'm going to pull Jeff on real quick. And Jeff, if you can introduce yourself, let us know who you are, what your business is and then of course, what your question is for Ari.

**JEFF:** Awesome. Well, thanks, Steve. Ari, always a pleasure. My business is I help people with lead generation. And my question, I doubt I'm going to stump the guru, but you know, I'm going to give it a try for Ari's sake. How do you? Now I know you do trust based. How do you get referral partners, to share your message with their audience so that you can get more referrals?

**ARI GALPER:** So maybe walk me through your scenario, specifically in your business, like get more context around it.

**JEFF:** Sure. So as an example, I work with business coaches, who are looking to grow their business, and a lot of them surprise, surprise, their first love is not sales, it's not marketing, you know, they love the thing they coach, but for whatever reason, they're not getting the referrals they need. So they create some of their trust contents. You know, they've written books and things, they give it to referral partners.

And, you know, I have one, he acknowledged that he's got a box of books from a friend of his that he promised to give out, but he didn't. So is there a way you...?

**ARI GALPER:** So, you're asking this, not for you, but for your clients?

**JEFF:** Yeah, yeah. How can people get more referrals from referral partners who, you know, they're excited, they have obviously bought into the person as somebody they trust, but then they don't do anything with it?

**ARI GALPER:** So first of all, if your coaches have a book, that's perfect as the asset to use as the vehicle that's transferred from the coach, to the next person down the line. That's fine. What's probably going on here is they're not suggesting that their client, make the referral at the right moment, because the only time to activate the referral process with a client that who's happy with you, is at the moment, they're the most happy with you.

What I mean by that is, when they made a sale, when they've hit a milestone, when you've done something for them, that's amazing. See, that's the thing is people ask for referrals, where the vibration level is either neutral, or kind of below neutral. And you have to understand the only moment someone is incented the one actually help you and give your book to a referral is the moment they're the most impressed with the value provided, or an outcome you created.

So you have to be alert, to wait for the moment see a lot of these referral books, say, 'Oh, ask your referrals, do this for you, and then do this and do that.' But what they do is they miss the fact that human nature is designed to do the behavior that you want them to do when the moment is right. And the moment is right requires us to obviously do an amazing job to get that that vibration going. So the other person goes, 'Wow, that was fantastic. You've helped us do this. This was great.'

Then at that moment, you say this, and here's the languaging. You say, 'Would you be open to possibly offering a copy of my book to someone you might know who's a colleague of yours who has a business like yours who might be challenged, have the same challenges you? Would you be open to that?' Now see, when your language it that way at the right moment, it feels good to say 'Sure, why not?' And now this one, I think might help you and hopefully that helps, Jeff.

**JEFF:** I love it. And again, I didn't think I'd stump you. But I promise Steve had come up with a question so Ari I can't wait for the new book and I will turn over the camera to the next person. So thank you and great to see you happy new year.

**ARI GALPER:** ... Take care. Right, so we're on contestant number three for the Stump the Guru Show. So if you're new, come on in, just go to [stumptheguru.com](http://stumptheguru.com) and get in the queue, ask your question. And we'll keep rolling here. So Steve who do we have next?

**STEVE:** All righty up next. And first of all, as we know, Jeff has an amazing shirt game. As a Hawaiian shirt lover, I have to make that public. Where this is two for two now in a row, that we've had Hawaiian shirt magistrates here on the show, which makes me super happy. Up next is Mark Head. So I'm going to bring Mark on and hopefully his camera flips on, he should have a question to ask you.

**ARI GALPER:** Right. So I'll just mention, if you want to come in, please make sure your camera is on ahead of time. So we can see you in the greenroom. If we can't see you, then we're not going to call you in. Because we want everyone else to have a live experience with you.

**STEVE:** So what we're going to do is we're going to move ahead to Steve Moreland and Steve, welcome aboard. And if you can tell everybody who you are in, and what you do, and then give you a question for Ari. And let's get on rockin?

**ARI GALPER:** Are you on mute, Steve? You're on mute. I can't hear you.

**STEVE:** Sorry...

**ARI GALER:** Start again, Steve.

**STEVE:** Always good to see Ari. I always love just following you online on LinkedIn and everything. You're always giving me good insights. And so, you know, I've been in the publishing industry, but I'm a financial coach as well. And so, you know, always I'm looking for that way to build that level of trust. And you really did a great job just a minute ago, distinguishing the difference between credibility and trust. That nuance is huge. Wow.

I mean, really, really great job. You know, if anyone is in their business, we're always trying to figure out how do we transfer our passion to those individuals that are part of our what you call our network of influence, the people that aren't clients, but they're really more like family. And what I feel that I have a disconnect is how do I connect with those individuals, where they are, where they feel the passion, and they become, not necessarily evangelists, but at least ambassadors, where we we've already done business before.

But more than business, we've actually created a long standing relationships. But I feel a lot of times like when I'm trying to connect with them and move them forward into whatever progress that we're doing, they're either a too busy, or somehow I'm not capturing their attention. And I feel like I'm talking to crickets.

**ARI GALPER:** Well, it's funny, great question, Steve, because over the years, we've been conditioned to believe that to get someone enrolled in what we want to help them with, we have to show them our passion upfront, we have to say, ah, we've been taught to believe that enthusiasm is what enrolls people. And that worked up and for many years, up until the last few years now that everyone who knows someone else and wants to get them to connect on some kind of agenda of some sort, can oftentimes be enthusiastic, over enthusiastic about their needs in their passion, that does not connect to the other person's problem.

And it can be perceived as selling overtly, and a bit, crossing the line that they're not necessarily interested in what you have to say at the moment, there's no

there's no space there for them to engage. So what I say for you Steve is can we flip, rather than starting the dialogue with enthusiasm about you and your mission and your passion, can we flip it to engaging them to see if they have the problem that you believe you're going to help them solve void of any passion, because when you're too passionate with someone, too early on in the process, their guard goes up, and they feel like they're being sold something?

**STEVE:** Sure. And that would be the reason for the disconnect, or just the failure to engage and then you feel that void.

**ARI GALPER:** So you should only engage with the people who understand or have the issues that you're qualified to help them solve. So not everybody will be enrolled. Only those who connect to the issue, which now means you got to say to yourself, Okay, among my inner network here, who 8020, this thing, who are the ones who most likely are having an environment where they can appreciate the issues I help people solve. So now it forces you to think about okay, of the group who's 20% that will most likely because correct me when I'm doing?

**STEVE:** So a lot more questioning, a lot more personalized reach out to elicit, as opposed to, you know, what are mostly our blanket type of, 'Here's what we're doing. Do you guys want to come join?'

**ARI GALPER:** But that contains assumptions, you see? By starting the conversation by saying, 'Hey, look what I got.' That's like, Sales 101, because then you're assuming somehow you're hoping they land, you're hoping they land. If it doesn't land, then now they start looking at you a different way. Like, 'Hey, nothing personal. But I'm not interested.'

**STEVE:** Sure.

**ARI GALPER:** So the answer to this is really to think about what are the two or three core problems that you solve uniquely? Then you end the conversation with someone like this that you might know you say, very not enthusiastic, because it's premature to the process here. But you say, 'I was just curious to see if you might be open, or if you have been in a situation where you're experiencing X,Y&Z?'

Now that connects to them and go, 'Hmm, well, it just so happens that...' Then you move forward and the enthusiasm builds over time, but you don't start the conversation with assumptions of being over enthusiastic.

**STEVE:** Good job. Absolutely.

**ARI GALPER:** Do the reverse thinking there but thanks for letting me kind of contrarian your question. But I think if you try that, that might work.

**STEVE:** I appreciate you. Thank you, my friend. Outstanding.

**ARI GALPER:** Thank you, Steve for just being in my world.

**STEVE:** Absolutely, man. Take care.

**ARI GALPER:** Take care. Goodbye. Okay, so we're on the flow here with the Stump the Guru Show once a month. My name is Ari Galper. I specialize in trust-based selling doing this for 20 years, hard to believe, and have seen it all, every single scenario possible. And I've figured out how to solve most challenges from a trust-based perspective that matches up to where we are on the world today about how to connect with people in the sales business environment. So Steve, anyone else we have in the room back there?

**STEVE:** Absolutely. We have Michael Sears coming on. And Michael, how's it going, man? I'm glad to see you. And if you can let everybody know who you are and what your business is. That would be fantastic. And then of course, your question for Ari, which I know is a good one. Because I remember when this question was asked a couple of weeks back, so this will be a good one.

**MICHAEL:** Well, nice to see you, Ari.

**ARI GALPER:** You too.

**MICHAEL:** My name is Michael Sears. I'm in Southern California, and I'm a financial advisor, we cater specifically to those preparing for retirement and we create financial plans. And it's wonderful to serve our clientele. And I know you've been teaching a lot about I mean, this is all about building trust with the client. And I think it is so easy to revert to an old way of doing things where, you know, you meet you're talking to the client, and immediately, you know, or at least you think, you know, I think that really is a true statement.

You think you know what the issues are, and you just kind of go forward. And a lot of times you don't go forward. And so as we've been working on the things that you have been teaching, here's the question that I think is a good one. When do you know that you have really identified what the real concern is of the client? I think that is, I think that's the key to it. I mean, if we're trying to connect at a very deep level, how do we know when we've really identified what the real concerns are, because I know that if I do that, well, then I'm really creating trust.

**ARI GALPER:** Okay, great question, as expected from you in the first place. So that's a great question. Because, interestingly enough, we can't be on an expedition to search and find what the problem is in the hope that we get to the bottom of it. We have to know in advance in our minds, what we believe their problem is, now you're in a niche. So most likely, we can list off three or four the main issues that

almost all your clients have, and you have to know their problem in advance of those three or four problems in advance of the conversation.

Because in the old days, we could fish for it. 'How's your business going? What are your problems?' But now we have to direct them down to get to the point where they're comfortable acknowledging their problem. And so in your case, if you just have you and your team list out the three or four core issues that you believe every single person that has in your niche. And then as you enter the conversation with them, and you're listening, and you hear them touch on one of them. Then you know where to take them down what I call the iceberg, you'll have a list of four or five questions that Michael around this.

Like they might say to you. 'I'm not clear on my financial planning for the future with retirement.' And you can say, 'Can you tell me a little bit more about that?' And now you know, where it's going to go next. 'Well, I've had another advisor, and I haven't got clarity on where to go next. I've got different plans, different places, I'm not sure what to do.' 'How long has that been a problem for?' 'I've had it...' So now I'm asking the questions. Because I know where I'm going. I know what the bottom of the issue is. They don't have clarity, and they're concerned about that.

And here is when you know, you get to the bottom, after you've already in advance know where to take people to help them understand their own situation. And that's this question. And that is, 'Is this a priority for you to really finally address once and for all?' Or 'Are you happy just to live with it as it is and let the consequences come naturally over time. And I'm okay either way.'

**MICHAEL:** Love that.

**ARI GALPER:** That is the bottom of the iceberg. When you finally know that you have somebody that actually owns and takes responsibility for their own problem. It's like a therapist and a patient. If the therapist doesn't own their own problem, they're the worst patients because you got to drag them to process. So what you don't want to do is drag a prospect through your sales process. At the end, they say this, they say, 'I want to think about it.'

'You want to?' And that's because we didn't in advance, think through what are the core issues that we know everyone has? What are the questions to ask, and how do we deliver that with care and warmth and empathy, so they feel we care about them, and then we find out if they want to own or not? If they want to own the problem and want to solve it. The sale is finished right there. The rest is just onboarding.

**MICHAEL:** Right. Okay. Love it. Thank you so much, as always. Great. Thank you again.

**ARI GALPER:** Good to see you, Mike. Thanks a lot for the question.

**MICHAEL:** You bet. Thank you.

**ARI GALPER:** All right, we are on a roll today, the theme is the doctor patient relationship where you're asking questions not to qualify. I know we've been taught over the years, it's all about qualifying asking questions. People always said to me 'Ari, I asked questions. I don't pitch people.' And I asked them to roleplay with me. And they ended up finding out what I thought was the end up just gathering information data to qualify them before they move towards the test process, which is not what we're doing here.

That's not trust building. Qualifying is not trust building. There's a whole layer beneath that, is the word what we're talking about here. We're talking about here today, which is the core premise of my new book coming out this year called The One call sale. And if you want to get on that list to get the book, first go to [unlockthegame.com](http://unlockthegame.com).

And there's a there's you'll see the book there and the list form you can fill out. If you want to talk to me privately and have a one on one discussion with me about your situation, just go to [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult). So Steve, do we have more folks waiting? Or are we? Where are we at with everything?

**STEVE:** No, we've gone through our guests for today that wanted to come on and ask a question. And I think we've got some great ones coming on for next month already getting excited for the next episode, which is really good, too. So it's, yeah, we're good for today that we're tapped.

**ARI GALPER:** All right. Well, we had a good run. We had some great questions. Hopefully, if you're watching the show, you've learned some new things. You're changing your thinking, and the way the world is going right now, if you're not evolving your thinking around how you sell what you do, and you're still experiencing the same thing you always have, which is chasing prospects that are not calling you back. And... 'I want to think about it. I'm not sure yet.' Next Steps follow ups, then something's wrong on your end, not their end.

So, on that note, if you'd like some help reach out to us go to [unlockthegame.com](http://unlockthegame.com) and grab my book, their *Unlock the Sales Game*, my new book coming out soon getting that list or reach out to me their free consultation button, fill out the form. We'll have a chat one on one and see if we can help you. Other than that, have a great day. Have a great week and I'll speak with you next on our next show coming up in four weeks from now on the Stump the Guru Show. Signing off. Take care. Have a great day.

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](http://www.unlockthegame.com/video) and if you want to go one step further, you can order his latest book *Unlock the Sales Game* and get a free one-on-one sales growth consultation at [www.unlockthegame.com](http://www.unlockthegame.com). Before we say goodbye for now, if you enjoyed 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 podcasts 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.