

# 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. Welcome to the Stump the Guru show. I hope you're doing well. And all is well with you. My name is Ari Galper. I'm with Unlock the Game, trust-based selling. If you don't know what trust-based selling is, it's a specialized approach to how to engage new opportunities in a way that strips out all the sales behaviors that really make everything uncomfortable, forcing you to chase people and put you in a situation where you have to pursue them.

And this model has been developed over the last 20 years and refined to the point now where we're coming out soon with our new book called The One Call Sale, that will condense and compress the sales cycle from multiple steps into one single conversation that you can use in your sales process. And so welcome, everybody. This show really is a chance for people to jump on live. If you want, just go to [stumptheguru.com](http://stumptheguru.com). Just go to that link. The website will take you right through into the showroom here.

You can ask me a live question about your situation, anything on your mind that's challenging you related to your sales life, whether it comes to chasing someone, how to reengage what I call a ghost, or you're emailing somebody, they're not emailing you back, you'd be surprised how powerful even a small shift in languaging is—a word you might use a phrase you might use, that might inspire the other person to call you back or reply to you back. And now you're engaged back in the process again.

It's very easy to derail off a process with someone when you're following a process that's been so overused. And people know it a mile away. They can tell when they're being pursued and they want just a conversation heading towards the end of the sale. And so we have created a mindset shift, and an approach and languaging that really builds deep trust with people in an authentic way where you can remove all that sort of pressure that is always underneath the surface there.

So that's what we're all about. And we're here to help people anytime we can. And this is the show to do that on. Jump on live and ask me a question. And I can give you some advice to help you move forward. So I wanted to kind of theme today around the concept of how to get out of what I call hopium mode. Hopium is kind of a humorous way of sharing this idea of how to be able to not get caught up in the enthusiasm of the process where you might think you might have a sale, but it's not going to happen or you hope they might call you back.

And I'll tell a quick story that happened to me. Recently, I had an inbound call that came in to our company, got through my team, got to me unscheduled, I picked the phone up, and the gentleman says to me, 'You know, Mr. Galper.' I said, 'Yes.' 'We're looking to bring someone in to change our sales culture, improve our sales performance. We're looking at you and few other people we'd like to know. First of all, why should we go with you? Why are you the best? And give me your best sales pitch.

This was an inbound call to me. So you can imagine, you know, the first reaction to that is, by the way, they're from the big company. It is a big company; you recognize the name. And when you hear a story, when you hear you get a call like that, your instinct is to get excited. You know, there was a feeling of sort of like, 'Oh, wow. They're calling me.' And so the instinct is to start selling.

And so I took a deep breath. I got centered around my mindset, my approach that I teach. I lowered my voice. And I said to him, 'Isn't that interesting?' That's all I said. And I paused and I said, 'Over here our company, we have a very similar process to you where we ask some questions, gather information, to see if we're a good fit. And if we're a good fit, we say 'Where they go from there?' And next thing I know, he says nothing just dead silence on the phone, not a word.

And then I heard this breath over the phone like yes, you breathe. You sort of let out some tension and I could tell you almost lowers his shoulders, and he lowers his voice. And he says to me, 'Okay, what kind of questions do you have for me?' And the next thing I know, we're having a normal conversation. I'm asking him questions. After about five minutes, I discovered one, he's not a decision-maker, two, he has no budget. And three, he's just curious as to what I do.

And so after about five minutes off he went to look at some of my information that I had. And he, you know, we hung up the phone. And it just what did that just save me? It saved me months of hopium. Hopium is this drug I talked about where you hope it might work out where we normally call them back, you get the voicemail, they don't call you back, you email them.

Next thing, you know, they disappear on you. And that's what our trust based selling, Unlock the Game approach, eliminates. It's a detox vaccine away from the hopium, where you're always in a zone of reality with people where essentially you know, where people stand, and you know, where you're at, and you're always operating at what I call the truth level, the truth level of how to help people.

And that's my sort of main lesson theme for today is asking yourself this question, 'Are you hoping to make the sale with someone?' Or, 'Are you helping them get to the truth of their issue, so you both know where you stand?' And if you can get in that mindset, and you have the right framework and model, and questions to ask people, where you're the doctor, and they're the patient, you're not trying to build a relationship with them.

But instead, you're helping them pack in their problem, to see if you can help them or not, that puts you in a very different position than just selling. And that removes you from getting caught up in the hopium. And drag, as I say, where you sort of get disappointed by playing the numbers game and chasing people. And that's really the key message I want to share with you today to leave you with so that you can think about this during your week, during your month before next show again.

And you can ask yourself, 'What can I do to stay grounded? Rather than a reality where I can make sure that I'm not jumping too quickly forward, I'm not chasing somebody, hoping they'll call me back, but instead what I'm doing is I'm making sure that we're all on the same page and I know where I stand. So I will leave you with that. It looks like I don't see any folks right now in the queue maybe have some technical issues.

I think at the moment, we will try to get in I see some messages here saying they can't get in. So what we'll do is we'll pause for now. And I'll leave you with that message to think about how you can stay at a hopium and stay in reality. And I'll catch you on the next show. We'll make sure we'll get this glitch taken care of and bring more people in for the call. Okay, we'll talk to you all soon. 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, 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 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.