

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. Welcome to this month's Stump the Guru Show. Hope you're all doing well. I know we have lots of folks listening to our podcast all over the world. Luckily, we're now in about thousands of people who are doing this, who are downloading our show over the last few months, which is fantastic. I love seeing the growth of people getting value out of this show.

My name is Ari Galper. I'm the founder of Unlock the Sales Game trust-based selling the One Call Sale 20 years I've been doing this, specialize in one specific area, how to build trust with people in the sales cycle to condense it to a shorter amount of time to onboard them quicker, based on integrity and trust and deep trust, not just rapport building. And so we have a whole body of work around languaging and the framework around this.

And if you look me up online, you'll kind of see it around for a long time doing this and still succeeding and successful with our class we're working with today. So this show is all about a chance for everyone to jump on live Stump the Guru ask me questions about your scenarios, your pipeline where you're stuck, anything you'd have right now in your mind where you feel like 'Oh, I could just going to answer on this issue, it would help me move the process forward.'

So it's... I'm happy to take any questions you might have, anytime during the show. And the way it works is just go to stumptheguru.com. It's a link. Go to that website. It'll bring you right into the back end of the show here. And Steve will pull you in if we have enough time to bring on the show in the next 30 minutes. So I want the theme today around this idea of creating what I call a by-appointment-only-business.

Now what that means is that your goal is to move as many of your opportunities on your calendar as opposed to them off your calendar. When their off your calendar, you're chasing people, you're pursuing them, you're hoping they'll call you back. It's a no man's land, it's like the black holes, what I call it, and you want

to avoid putting your potential prospects in the black hole as much as possible. So the question is, like a doctor, how do you become a by-appointment-only-business, where you always have people moving on your calendar each step of the way, on a scheduled appointment.

You're not chasing them to show up, you're not checking in with them, you're not doing any pursuing at all. And the way you make that happen is there's a bridging phrase and languaging you can use after your first call with somebody. Let's say you're having a first call with someone or a zoom call, it's going really well good opportunity, rather than sort of letting them go and think about it or get back to you later and dropping the black hole.

Here's what you say, to bridge them to your calendar that keeps them on a calendar every step of the way. What you say is this, 'If you'd be open to it, would it make sense for us to go and schedule time on our calendar now to catch up again next week or next couple of weeks to kind of keep going from here, answer your questions. Go to the next step, no pressure at all, but at least we'll see on the calendar to avoid going back and forth and playing that chasing and we will be open to that?'

Now usually if they're qualified and you're doing a good job in that first call, they're perfectly fine to schedule a next step with you. You can schedule all your first calls to a next step on the calendar, you have a by appointment only business, where they're always on the calendar. And so we want to talk more about this for your business and how to customize it and how to make it work for you.

We offer a consultation for free just go to unlockthegame.com/freeconsult and we can have a chat there privately but for now, that's my takeaway for you is how do you move your prospects your calendar and keep them on your calendar? All right, think about that. And we'll pick this up more and maybe in the future. So Steve, let's see who we have in today. At least, we have a few people sitting back there. So, bring them on in.

STEVE:

Alrighty first up I'm going to bring on Derek and just so everybody knows I apologize for my homeless look today. I have COVID I'm burning up like an animal right now. And I think I'm at like 2% brain capacity. So we're doing what we can but you know, the show must go on as they say so here we are. And if my ami pam pyrenees walks behind me, I apologize. So let me bring on Derek first. And Derek if you could tell everybody a little bit about yourself and what you do, and your question for Ari. That would be awesome. Thank you.

DEREK: Yeah, sure. No problem. Ari you probably know me. We go way back many, many years.

ARI GALPER: Yes.

DEREK: So just a bit about my background Ari. I started a new role in enterprise sales, selling environmental health and safety software. And I'll tell you, maybe just a bit of a general advice, because I'm kind of new to enterprise sales. It's right from the initial get go from a discovery call, they pretty much dictate the process. Because when you're involved in an RFI, or RFP, they're usually saying, 'Here's the questions, here's the criteria we're going to grade you on a demo. This is the buying process, it usually has to go to a steering committee, or some sort of Board of Directors where there's multiple decision makers.'

And my challenge is that, you know, I'm getting boxed into this commodity, where they're, you know, saying, 'Oh, you, you start to look all the same.' And then, you know, you're just getting drilled down on price. So I guess more of a general question for you is how do you get out of that commodity box? How can you build trust from the get go to, to kind of, I guess, differentiate yourself, you know, from your trust based method?

ARI GALPER: For sure, this goes to my new One Call Sale model. I've been finding it for last three years with our private clients. And this is where you shift your thinking to a doctor-patient model, as opposed to them dictating to you what they want to do. So they're coming to you from a point of we're shopping around, we have a spec document, we want you to give us the price in our little box right here to keep control of you, to prevent you from trying to sell them something and then they lose control. That's kind of why they set that up to control you. Right?

DEREK: Right.

ARI GALPER: Which may not be the best thing for them. So the way you reframe this with them, say on your initial call with them, when they say to you, 'Derek, here's how we work. Here's our spec, we just want you to reply, and we'll get back to you in the PDF kind of thing.'

So you hear them out, you say 'No problem at all sounds good. And here's how you bridge it back and start again. See if you'd be open to it. Can we take a step back for a moment? Can you walk me through a little bit about your thinking around this project? How you come up with the specifications? And what your core issues are you're trying to solve? And let me see if I can flesh out more issues

that I may not see here that might be able to give you some value? Would you be open to that guys?'

DEREK: Sure.

ARI GALPER: What are they going to say? No? I mean, they're going to say, 'Sure.' And that's how you reframe it till you become a doctor. They're the patient, you begin diagnosing the problem. See, what you do, you start challenging their assumptions. You start having them share with you. 'Here's the problem, Derek, we're trying to solve this problem X, Y, and Z.' And you're going to say this, you're going to say, 'Okay, well tell me a bit more about that issue specifically.'

Now you're going to unpack, unfold, have them drill down to the issue. And then as they're opening the whole thing up, you start finding pockets of holes they haven't thought about before. You start saying, 'What about that? What about this? Have you considered this? How long has that been issue for you for? What's the impact your business by not being able to address this? I mean, how much have you lost over the last eight months by not having? What's the project cost here for you guys? And is it a priority for you?' See, now all of a sudden, you're unpacking what I call going on the iceberg with them to help reshape or rethink and seeing you not as a vendor, but as a partner, to help them think it through. And that's the real shift, Derek, that would kind of shift the game. Does that make sense?

DEREK: It does, it does. Yes, it does. It's kind of like finding the undiscovered needs for them.

ARI GALPER: Don't assume what they're saying they need, what they want is what they actually need. I guess that's what I'm trying to say. When they say Derek, 'Here's what we need. This is what we want.' Your brain goes. 'You only see the world 180 degrees. I see it 360. Let me come over here and this angle and ask you about the presumption questions about those specs.'

Now they're like, 'Damn, this guy is... He's... I like him. I trust him. He's not trying to sell us anything. In fact, he's actually trying to help us think this through.' In which, once you master this, Derek, it becomes your differentiation to everyone else because you can't compete on the services because they're commoditized as you know, so you have to get this process down right. Is that helpful?

DEREK: It is. It is helpful. Yes.

ARI GALPER: Great. Okay. All right. Well, good to see again, Derek.

DEREK: You too. Thanks, Ari.

ARI GALPER: All right. Take care. Okay, so welcome back to Stump the Guru Show we are live, taking inbound live calls from around the world. If you want to jump on now ask me any question you'd like around anything in your sales process, just go to stumptheguru.com. That'll log you right into the backend system here, and we'll pull you in if we have enough time today to ask that question. If you're on the podcast, thank you for listening.

And we're here every month to give you some exciting, interesting ideas around how to reshape your process, you're not falling in the trap of the conventional way of thinking. So Steve who else do we have back there?

STEVE: All right, up next, we've got Surrey, if I pronounced your name wrong, and I apologize. We're going to bring it on. If you can let everybody know a little bit about yourself and your question for Ari, please.

SURREY: Yeah, hey, welcome. Thank you so much for having me on. Ari. I'm a longtime fan first time caller. I'm here in Sydney, Australia. And what I do is I help effectively. I'm a mortgage broker help clients take them from, you know, a loan that could be out of their price, and get them in a better deal as well as giving them a home. So, so yeah, I'm actually here with one of my yeah, that, would you like it?

MAN: This is okay.

SURREY: Yeah, enjoy? This is my buddy. We're here doing the meeting. Everybody say hi.

MAN: Yeah, I'm a musician.

SURREY: Yeah, he's a musician.

MAN: All time Bob Dylan.

ARI GALPER: Cool.

SURREY: So my question to you, Ari, is like this, you know, the appointment part is very important. I understand it, I value it. But I've got a team effectively, that are very scared to pick up the phone. And could you maybe share with us as to why they would be? What's holding them back from making that call?

ARI GALPER: Yes.

SURREY: And trying to schedule that appointment? What do you find with teams across the world, who have that model that have employees booking appointments for them? Yeah.

ARI GALPER: That's one issue that has not changed over the years, where a lot of people were making outbound calls, what they're anticipating is resistance, rejection. They think if they come across, kind of pursue somebody for something, they're going to get a whole bunch of pushback back. And that's the whole mindset of trying to sell them something like the appointment, and not getting a connection and building trust with them.

So a way to help your people which change your thinking, is to change their mindset and have them think to themselves, your goal is not to get the appointment with them. And first, your goal is to build trust with them first, to make sure they have a problem they want to solve. If they want to solve it, then you offer them a consultation with you to discuss their situation around their loans.

So what you want to do is break this down in baby steps. Because what's happening without the baby steps, they feel like when they make that call, an avalanche of rejection will come back at them. They don't want to touch the phone. So what you say...

SURREY: So what you are saying...

ARI GALPER: See, look, go ahead.

SURREY: What you're saying is really, it's just more about fear on their end, and fear and rejection. And maybe you're going to tell me... right?

ARI GALPER: You're anticipating fear will come when they initiate the call around the goal because they're thinking about the goal you see. So what you say is, look, let go of the goal of the appointment. That's not your goal, right now. Your goal is first to build trust with them. Your second goal is to see if they want to solve the problem that they have. And then the third step is the appointment. It's not the appointment first. It's the last step in the process.

So when they make their call, they have to have a language that feels comfortable for them so they don't come across as a sales guy, right? So they want to say 'Hi, my name is REM with XYZ.' And they start with 'I'm hoping you can help me out for a moment.' And they're going to say, 'How can I help you? I'm with the...', and I noticed that your loan is it 4%. And one that we have we are client yours. And we have some ideas that might help you to potentially reduce that to

a certain amount to save you x per month, I wasn't sure if that's something you'd be open to or not. But the idea of lowering your payments every month, that's something you might be open to.'

So right there, I'm using languaging to salvage the problem or the need, then I'd say, 'Oh, well, what do you mean?' Then you move on from there. Does that makes sense? That you've opened the door in a way that does not feel like you're selling somebody.

SURREY: And how important you think a script is to give over to them because at the moment I've been giving them a script but they say 'Look, I don't want to stick to the script. It's a bit too bit too rigid.'

ARI GALPER: Well, nobody wants a robotic script where they feel inauthentic. That's why you're getting pushback on that. And I use the word languaging rather than script. What they need is languaging and phraseology that makes them feel comfortable and is simple and easy just to be able to know what to say not read a piece of paper.

So if you keep it simple and clear. It doesn't feel scripted. It feels natural, like 'I'm just giving you a call to see if you can help me out with...' It's not like this step by step thing. So I think just change the languaging and give him some softer entry points, and you'll be good to go. Okay, Surrey.

SURREY: Awesome. Really, thank you so much, Ari. Keep up the good work.

ARI GALPER: Thank you. Have a great day.

SURREY: You too.

ARI GALPER: Bye bye. Okay, we're on a roll here with Stump the Guru Show. We have folks from all over the world, Australia, Canada, and I'm sure other countries as well. And we have a back. I see all those people back there wanting to get in. So Steve, who else is back there?

STEVE: Alrighty. Up next, I'm going bring on Goldie. Hey, Goldie. How are you today? If you can opt your camera's a little to the side? There we go. If you can let everybody know a little bit about you and your question for Ari, please.

GOLDIE: Hey. Well, Ari, and I have an ongoing relationship. And that's why I'm here. I'm a insurance broker in Boston, Massachusetts. My question to Ari is this when you don't know people, when you're trying to spread that net out there? And how to get people to sort of get interested, and perhaps even trust you without knowing you? How do you do that without pitching?

ARI GALPER: Great question. Barry, thank you for that. So what you want to do is first reset your thinking around making your approach to your market, problem-centric, not solution-centric. So pitching customer, the idea of you pitching a solution, 'I offer this, here's what I do, I can help you with that.' That assumes they have the problem they want to solve.

GOLDIE: Correct.

ARI GALPER: That essentially is what creates all the problems. So rather than marketing your solution, or approaching the market around the solution, what I would do if I were you is think about what can I do to express the problem in such an articulate clear way that they resonate with the issue, which helps them feel like that's something they want to work on solving, which then leads them back to you to solve it.

So this applies, by the way to all your content, marketing, your advertising, LinkedIn, anything you do in terms of marketing, should be problem centric. Because the problem is if you go out and say, 'Hey, I offer insurance.', as you know, your business has been commoditized quite a bit most businesses have. So they can't differentiate between you and someone else based upon you having a solution they already know of.

But if you're the one that helped unpack and articulate whether it's a book or article or some content piece, or an ad around the issue, and like in your case that might be 'Are you 100% happy with your current whatever, fill in the blank?' Then they kind of go, 'Well, what do they mean by that?' Then it breaks down to issues around the problem. And then 'Would you like to have a consultation to discuss the issue that you might have?' So you have to have a bit of a path to lead them back to back to you if that makes sense.

GOLDIE: It does, because I've always made the assumption, having dealt with, let's say, a certain group of business owners that they have this problem. So I always lead with that problem. The you know, as a means of them thinking, 'Oh, this guy knows my business because he knows my problems.' But to couch it in another way to sort of get into the emotion of what that problem does to them, or what they may feel and what the consequences. It's a different approach. And I think a good one.

ARI GALPER: Thank you so much, Barry. Good to see you again.

GOLDIE: Same here.

ARI GALPER: Take care. All right, we're back to Stump the Guru Show. We are live through streaming all over the world. It's Ari Galper with Unlock the Sales Game. And if you

want to do a private consultation with me or my team, or one of my coaches just go to unlockthegame.com/freeconsults. We also have a free media video masterclass, unlockthegame.com.

And of course, my book if you don't have it yet, grab a copy at unlockthegame.com unlock a sales game. It gives lots of insights and ideas to help you move your sales process forward to a whole different one you're probably used to. So Steve else do we have it back there? Anymore callers?

STEVE: Absolutely. We got a full house today and we're going to bring out a Will next. Hey, Will, how are you? If you could tell everybody a little bit about yourself and who you are and your question for Ari, please.

WILL: Hi, my name is Will. I'm a business focused financial advisor. And I've worked with Ari, obviously. And my question today is this. What do I say to someone who calls me, book some time with me and says, 'Listen, I love your content. I feel like my company is in a pretty good spot. We're profitable, we have money in the bank things running smoothly. But I don't know if there's something that I'm not seeing.' So to take your doctor analogy, They're coming to me. They're saying, 'Doc, nothing hurts. I feel fine. How do I know I don't have cancer?'

ARI GALPER: Okay.

WILL: So I, and in that situation, they're pretty open with the fact that yeah, 'I'm not coming to you with this specific challenge, but you are the financial expert,' or whatever they want to call it. 'So is there something that you can bring to my attention?' And this makes the conversation pretty hard in terms of trying to hone in on anything really?

ARI GALPER: Alright. So here's the first thing you want to say, when someone says to you, 'I'm not sure I have an issue that I need to solve today.' You're going to say, 'Maybe you don't, which is great. I mean, I haven't been able to help you. But if you'd be open to it. And we can take a step back for a moment. And you can give me a 360 view of your world.'

Walk me through what we're at right now, in terms of your business model, where the challenges are, what your goals are, what you're trying to achieve, and it's holding you back Right now. Let's go from there. And let's see if we can find some hidden blind spot that even you couldn't see yourself that might be able to help you. Would you be open to that?'

That's that resets their mind. To be more humble, and be the patient while you diagnose with an MRI machine to view the whole system to try and find things that even he or she couldn't see. Because so many times your prospects can't see their own problems.

WILL: Yeah.

ARI GALPER: They're blind to their own world because all they can see what's in front of them today. They can't see the whole perspective and your viewpoint. If you take this One Call Sale model I'm talking to you about, about unpacking the iceberg and helping them see things they can't see themselves. That's what creates that trust and connection, where they say themselves, 'Man, this guy just unpacked me. He saw things I couldn't see. I need to work with him.' And this all is without you ever offering a solution.

WILL: Sounds good. Sounds good.

ARI GALPER: Makes sense?

WILL: Yeah, makes total sense.

ARI GALPER: All right, well put it to use. Let me know how it goes. Okay.

WILL: All right. Absolutely.

ARI GALPER: All right. Good to see again, take care. All right, we're on a roll here. We got quite a few people in the background want to jump in. We have a few more minutes left. And I'm happy to take any questions that you might have regarding anything that has to do with acquiring new clients, onboarding, folks are chasing some ghosts where I'm calling you back. There's so much wasted opportunity in sales pipelines that are never converted. It's incredible.

And most companies don't measure that. What they measure is how much they're making, not how much they're losing. And our specialty is picking up that money that was left on the table by the ones that did not convert. And if you're in this scenario, please come back and ask us a question anytime you'd like. Steve, who else is back there?

STEVE: All righty. I'm going to bring up every time caller. We all know him it's Antonio Kenyatta. Hey, what's up, Antonio? You know the drill man. Just let everybody know who you are, what you're all about. And your question for Ari, please?

ANTONIO: Yes, Antonio Kenyatta. Hey, Ari, financial advisor targeted to the medical professionals. So I guess my question today, Ari, is I'm writing articles on posts on LinkedIn, focusing on the debt, the problem, and I'm getting hundreds of views.

ARI GALPER: Brilliant.

ANTONIO: And yeah, hundreds of views on the articles, but I'm not, I need to kind of like what you're saying. But today, create kind of a calendar invite to sort of say, 'Hey, you want to book a session? You know, a free consultation for, you know, 30 minutes, we can talk about it.' And then the second piece, you know, I've spoken to a couple of people, and where I'm at a little stuck on the One Call Sale is where, you know, we've got to unpack the problem.

So the problem, well, not really a problem, or the problem I have is that these professionals, you know, they have, you know, hundreds of thousands in dollars in debt. And they're also because of their profession, they're able to go to banks and get loans for a mortgage. So my challenge is what's the problem and their world they have a high paying job, they have a lot of debt, but they're still able to get a car and a mortgage.

And so trying to unpack and find you know, can they like the previous caller where, where the issue is because I'm not really coming up with one per se, I'll sign up at the end, you know that the debt is growing, eventually it will be forgiven. And it'll become, you know, income. And so but that's 1020 years out, and they don't really see that as a problem for them. So I was hoping you could maybe again, help unpack some of this and give me some guidance.

ARI GALPER: I think in your case, what you really need to be writing about is a mindset shift for them to change their thinking, the problem is, what you're saying is, they don't view the problem as big enough to solve.

ANTONIO: Correct.

ARI GALPER: They're reading your articles, because they know they got the problem. They're like, well, I guess I'll get a loan from my house. It's not like it's today, they don't see the problem beneath the surface. So you have to do you have to re write your articles around the impact, the impact of not solving the problem. They are either bearing it, ignoring it, or procrastinating around the problem, right?

ANTONIO: Yes, yes.

ARI GALPER: So, you have to write an article around 'Are you procrastinating?' You have to address the real issue, which is the inability to address the truth of their own situation.

ANTONIO: Perfect. Exactly. That's definitely what I was looking for.

ARI GALPER: 'Do you find yourself putting the side the elephant in the room, which is stacking debt every year that's building on you? Do you find yourself not wanting to? If that's you? Let's have a chat.' Does that make sense? You have to deal with the real issue, which is themselves?

ANTONIO: Yes, yes. Yes. That's perfect. Thank you so much, Ari.

ARI GALPER: So good... better up. Anytime, come on back. Okay.

ANTONIO: I will, thank you.

ARI GALPER: We'll see you later. All right. Well, I think that brings us to close to this anyone else Steve, you can pull someone in. But I think we're good to go. What a great show today, lots of great folks from around the world, lots of classic scenarios that most people fall into. So hopefully picked up a few ideas, wrote some notes. If you want more advanced content on this or more help, or even a private consultation for your unique situation, do not hesitate to reach out to unlockthegame.com, our website, slash free consult. Fill out the form. Don't be afraid.

I've got a whole team of coaches who are trained not to sell and to live, what we talk and what we teach. And you know, as long as you're willing to accept your situation and be open getting some help, we can help you if you're fighting the resistance around it obviously, we can't but it's amazing how many people come to us and say, 'Ari, we need help with this problem. Help us solve it.' And we solve it and they're on their way and we disengage where everyone's happy.

So hopefully you enjoyed the show. If you're listening on your podcast. Thank you. And if you would be happy to provide some feedback on your podcast platform about the show. That'd be great too. Take care everyone and we'll see you next month. Signing off for now.

We hope you've enjoyed this month 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

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