

# 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 Stump the Guru. Thank you for your patience there. We've had a couple of tech issues. But we are now live and my name is Ari Galper. Welcome. This is our monthly show, we have a chance to call in from all over the world to ask me a live question and to try and stump the guru, kind of a fun title that we have here.

I specialize in trust-based selling, a very unique and different approach to how to generate the sale, make the sale and not chase people and play the sales game that we all hate. And so we have a different approach. I've been at this for 20 years now. So I'm ready to answer your questions, help people all over the world and thank you, all of you who are now waiting to jump in and ask a question. We'll try and get as many folks in as possible on this episode.

If you can't be here live. And this show is also podcasted on our podcast called Stump the Guru. So you can catch it at Spotify, Apple wherever you want to watch previous episodes and listen to and watch this one as well. So Steve, who do we have first on our list today? Who's live in the room back there.

**STEVE:** Alrighty, here we go. And first of all, for everybody that knows or knows me, I'm a huge Knicks fan. So we got the blue we got the orange. Today's the beginning of the NBA for New Yorkers. So here we go. First, we're going to bring on Nick Hedges. Hey, Nick, long time no see my friend.

**NICK:** Hi, Steve. How are you doing?...

**STEVE:** Doing great. Let everybody know who you are, what you're all about, please. And then your question, for Ari?

**NICK:** Sure. Hi, everybody from all around the world. Nick Hedges from Sydney. I've got a Human Resources advisory and consultancy business here in Sydney. So my question, Ari, is that often when I'm referred to a client, or I'm in front of a client, or a potential client, I should say? So I haven't converted them yet, obviously, I am usually asking questions at the beginning, sort of at that sales conversation around probing them to qualify them.

More importantly, than anything sort of in my head are they the right size? Have they got the right employee size, etc? So I'm sort of asking a lot of qualifying questions now. And my question to you is, in the fact that it doesn't seem to get me so close to the sale, sort of what should I be asking? Or should I be using a different approach?

**ARI GALPER:** Okay, and great question. That's a very common issue that we've been taught over the years that our job is to first qualify somebody in an initial conversation asking fact finding questions, which what you're doing there is asking questions, size them up, essentially. And the challenge with that is, it's fact finding questions are not trust building questions. When somebody feels they're being almost cross examined on our first conversation, they're being sort of extracted with information and data about the situation in terms of what you need to size them up.

That actually breaks the trust process. They don't feel like you're listening to them. They feel like you're trying to extract information for your purposes, and not theirs. So what we advise is replace fact finding questions, by the way, those questions are important, but they come later in the process.

**NICK:** Right.

**ARI GALPER:** The first thing you have to do is you have to initiate what we call trust-building questions. And those are different. And those are questions around unpacking and helping the other person to understand the depth of their issues. So rather than trying to size them up and qualify them, instead, what you need to do is simply ask them questions to really unravel and amplify their situation so and help them see the gravity of the situation.

So example, if someone says to you, we're having trouble keeping our people, let's say, as a problem to you, rather than trying to size them up in terms of the opportunity, what I'd say instead is, 'Can you tell me more about that? How has it been a problem for? What have you done so far, try and work on that? Give me more context around the problem.'

So rather than try and move them forward to qualify them, you go down what I call the iceberg to really help them understand the gravity or the full situation because that's where you get to a level of trust that you can't get you through strict qualification. Does that make sense?

**NICK:** Absolutely. Yeah. Yeah. So, what you're saying is, use that first meeting really as just an opportunity for I guess to just completely understand the problem and not even, are they?... I guess the... for that if they're right fit but...

**ARI GALPER:** Look if you're getting poor quality people in the first place, that's a marketing problem, not a sales conversion problem. So what you got to do is tweak your marketing to bring in your ideal client profile who's already pre-qualified in terms of the size of the business or you know how many employees they have, but you don't use the actual conversation itself to figure that out. You use the first dialog to build trust with them.

**NICK:** Yep, that makes sense. Okay.

**ARI GALPER:** Thank you. Thank you, Nick.

**NICK:** I've got jump off. So I've kind of selfishly thank you so much, but that was great.

**ARI GALPER:** Take care.

**NICK:** Thanks, Ari.

**ARI GALPER:** Okay, welcome back to the Stump the Guru Show. We are live for a monthly show. This is the chance to bring all of your sales challenges, you're chasing someone right now, you're stuck on a deal, you love a unique perspective to how to approach someone around trust-based selling. If you'd like to have a private consultation with me or my coaches. Just go to [unlockthegame.com/freeconsultation](https://unlockthegame.com/freeconsultation). And but we're here live answering questions. And of course, we're also podcasting this as well, on our podcast Stump the Guru. So Steve, who's next in line back there.

**STEVE:** Alrighty up next, I'm going to bring on Erica. Hey, Erica, how are you today?

**ERICA:** Hello, good gentlemen. How are you?

**STEVE:** Doing well, if you can let everybody know a little bit about yourself, who you are, what you do, and then your question for Ari, please.

**ERICA:** ... There we go.

**ARI GALPER:** Hi, Erica.

**ERICA:** Sure. Thanks. Hi, Ari. I'm calling today from California. And I'm in the financial services space. So a lot of great opportunistic time to talk to people right now. It's where you're have a lot of financial turmoil going on. But there are, you know, ways out of it and good solutions.

**ARI GALPER:** Yeah.

**ERICA:** But with that, I do have a question for you.

**ARI GALPER:** Sure.

**ERICA:** So yeah, my question today has to do, I was just listening to the previous guests that you had, where he was talking a little bit, you've had recommended to leave the qualification out of the process, when you get in front of them. So I do get a lot of inbound leads.

**ARI GALPER:** Okay.

**ERICA:** And while you can try to prequalify as much as you can prior to them joining you...

**ARI GALPER:** Sure.

**ERICA:** I do enjoy going down the iceberg with them using some of your strategies. But my question is, at what point do you kind of inform or educate the person on kind of what your perhaps minimums are, right? The minimum investment to be made into the strategy or the time horizon attached to it.

**ARI GALPER:** Right.

**ERICA:** So you want to be respectful and get to build that trust. But also, you know, when is the appropriate time to introduce that information?

**ARI GALPER:** I think the best and I know what you're trying to say you want to make sure that if you proceed with them, that their expectations are your expectations. So no one gets, we don't waste any time with them and yourself, right? So I think in your situation, the first phase for you really is to listen, unpack their situation, help them see the urgency and need for it and make sure it's a priority for them to solve it.

Then what you do is you say 'Before I proceed with walking through my process is let me just let you know in advance that X, Y and Z, are you comfortable and do

you fit within that frame? Because if you so that I'll walk you through what I have? Can you let me know if that fits you or not?

**ERICA:** Yeah, no, that sounds good. That sounds like a good check in point to kind of put that information out there. If I may.... I saw that you've been asked this question before one of your past episodes, but since it's October or close to that I'm not sure when this will air if you could just talk a little bit about ghosting again. And the best way to handle that when someone is very interested and ready to proceed. Perhaps they already have the proposal.

And then, you know, unfortunately, other priorities may come up in their life. What's the best way to stay in touch in those situations?

**ARI GALPER:** Well, I think you in a way, answered your own question when we just said to me in terms of the word priority.

**ERICA:** Okay.

**ARI GALPER:** And that's really is the issue is that you have to reengage them around the notion of is their problem still a priority for them to solve or not? So typically, when most people follow up with people, they follow up around the solution.

**ERICA:** Right.

**ARI GALPER:** And they say, 'Oh, did you want to move forward with what we talked about? Did you want to move the application forward? Did you want to like move towards the end of the process?' That's how we normally do. That's what caused all the friction, because that's not checking with them around their problem. So in your case, what I would do is when you call them back, you'd say, 'Hi, John, it's Erica here. Hope you're doing well.' And here's how you bridge over. I've been thinking about our conversation.

And they go, 'Oh, wow, thinking about me.' 'And I was just wanting to see if it was still a priority for you to address the issue that you mentioned to me around concerns around your cash flow, having a margin of safety in your portfolio to preserve what you've built, and to make sure that your taxes aren't impacted long term. I just want to make sure that was still a priority for you to sort of address once and for all. Is that still important for you to work on that?'

**ERICA:** Yeah, that makes a lot of sense making it about them again, just as we did in the first meeting.

**ARI GALPER:** It's always got to be anchored around the problem, problem-centric only, not solution-centric. They have to own their own say, 'You know it is actually and I've been so busy with other things. I have a chance to work on this. But yeah, let's get this thing going again.' So if you stick with the problem, you're bulletproof. If you start shifting over to 'Oh, did you want to move forward towards the sale?', you're in trouble.

**ERICA:** Right. Perfect. Well, thank you.

**ARI GALPER:** Great to see you again. Take care.

**ERICA:** Thank you. You too.

**ARI GALPER:** Bye, bye. Okay, welcome back to the Stump the Guru Show. We've got folks from all over the world today, one gentleman calling from Sydney, one person from California, and I'm in Sydney myself. So we're live here on our show, taking live sales questions, challenges, scenarios, and your chance to come on the show now and ask me a live question and get some coaching with an answer you can implement right away, get a result. And let us know how it goes. And we're also on our podcast as well, Stump the Guru. So Steve, who's next?

**STEVE:** Alrighty, so let's come full circle and let's bring on a New Yorker and my favorite cleanup hitter on the planet. We're going to bring in here we go. It's the man, the myth and the legend. It's Antonio Kenyatta. How are you today, Antonio? Let's, for everybody that doesn't know you yet, which there might be one or two still remaining on LinkedIn? How about you let everybody know who you are, what you're doing? And then your question for Ari, please.

**ANTONIO:** Great. Yes. And thank you, Steve. Antonio Kenyatta, I'm a financial advisor, but I work with target those in the medical profession.

**ARI GALPER:** Yeah.

**ANTONIO:** So... But my question is, so in the process of moving forward with everything I've learned from using great, you know, I'm getting lots of interests, but I've come into a new challenge. And it's a good challenge. But, you know, it's a challenge. And that, so for helping, you know, all these medical professionals with the debt. The lenders normally receive the payments via cheque, and that whole process.

And so it's not, there isn't, you know, someone with some other like a mortgages there a lot of banks you can tap into and deal with it electronically with them. It's still kind of a paper process. And so I have. the challenge I have is I want to reach out to them and say, 'Look, you know, we have this growing body of members in

the medical profession who have you know, X amount of land debt, and would be interested in no shipping that burden, that problem owes us to pay those bills to you electronically.

And so these guys, these companies are giants. And so my question to you is, what you know, because I'd have to reach out to them via email, I'm sure I wouldn't be getting on the phone, what approach and the problem they would have, I guess, for my view, their problem would be, you know, their costs, the cost to process checks and the security and the inefficiencies all behind that we would like bringing them payments electronically.

You know, just there's so many more benefits, I don't want to talk about benefits or I'll talk about their problems and how we have values I just wanted to get your ideas on approach and an email you know, I got a conversation most likely will be emailed to reach out to these giant lenders.

**ARI GALPER:** Oh, I think in this case, there needs to be a business case for them, a solid business reason why they should make the change or add electronic transfer as an additional option. Now are you saying that you have a group of people that would be new income for them that...?

**ANTONIO:** Their existing debt holders to them who will be paying by cheque I'm saying efficient you know, there will be new ones but they already got they already owe the debt to the lender.

**ARI GALPER:** Okay.

**ANTONIO:** Just the payment process where they are writing checks every month, we could do that for them electronically. So...

**ARI GALPER:** So, I think in that case, what you want to do is, wouldn't it be to their advantage. Isn't an obvious advantage for them to do that? It's just probably an old process to have in place.

**ANTONIO:** Yes.

**ARI GALPER:** So I don't think you have to sell them on why they should do it is my guess.

**ANTONIO:** Okay.

**ARI GALPER:** Because I think that's probably obvious to them. They're just kind of living in the dinosaur age and haven't moved forward yet. But what I would do, if I were you, is sending an email saying, 'I represent these medical students or doctors, total of

2000.' or whatever the number is that are working with you on their pay repayments, 'And as a group, we are wanting to see if you'd be open, if you'd be open to considering adding electronic transfer payments to the process so that my group of people can be more efficient with you and not taking any chances and making mistakes with checks?' And then you add the problem at the end of that. Does that make sense?

**ANTONIO:** Yes.

**ARI GALPER:** So it's more like, 'Are you open to adding this new process in to avoid these problems that represent my folks?' Let's just see. Maybe they're working on it, maybe. I think that's the first start in your process to see if they're open to it.

**ANTONIO:** Okay. Yes.

**ARI GALPER:** And just go to the top people with that.

**ANTONIO:** Yes. Okay. Okay, exactly. Okay. That's exactly what I was looking for. That, you know, just needed to figure out a good angle and you know, ...

**ARI GALPER:** Just open the door. That's an open door without them feeling like you try to like, push something through. 'Would you be open?' The classic stuff.

**ANTONIO:** Excellent.

**ARI GALPER:** Good to see you again Antonio.

**ANTONIO:** Thank you, Ari.

**ARI GALPER:** Great, great. Okay. Well, so far, we're on a roll here with the Stump the Guru Show. If you have a live question, just jump on in to [stumptheguru.com](http://stumptheguru.com), just like it sounds [stumptheguru.com](http://stumptheguru.com). Click on that. Go that link, it'll bring you right into this show. Also, if you missed today's show, or you're catching it later on, you can watch it or listen to it on your favorite podcast source. I just type in my name or type in Stump the Guru to find the show.

And we are here every month around this time, where you can just bring anything you have on you're working on and I'll give you whatever I can in terms of insights and ideas. If you want to do a private consultation, just go to [unlockthegame.com/freeconsults](http://unlockthegame.com/freeconsults). You may not have my book yet called *Unlock the Sales Game*, which you can grab a copy of that [unlockthegame.com](http://unlockthegame.com). And there's also a free masterclass as well there. If you don't have anybody else. Anybody else left back there? Or, are we good for today, Steve?



**STEVE:** I know we have nobody left in the room, a couple of cameras off. But just so everybody knows our next show is going to be November 16 in the US, the 17th in Australia. Use a tool like time buddy to find your local time and day so that way, we keep the machine moving so people know when we're out. But other than that note, we a couple of great guests today.

**ARI GALPER:** Okay, well then thank you for coming, everyone. Thanks for the great questions. And we'll see you all next time. Take care and have a great week. Bye bye.

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