

# 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. My name is Ari Galper. And I hope you're doing well. If you're new to the show, welcome, as you probably know, we, I specialize in trust based selling for the last couple of decades. I've been focusing in this special space. And we have a deep understanding on how to build trust with people not to do typical sales processes that we're used to, to move beyond the know like and trust model, and even to the point where you can make the sale and on one call now I call the One Call Sale using our doctor patient model.

And so there's a lot behind all this. And if you know us and know our work, well, you know that we're continuing to optimize and build up our body of work around this concept. And just let you all know, my latest book called Trust in a Split Second, is now available only at our website at [unlockthegame.com](http://unlockthegame.com), where you can grab a copy there. And also along with that comes a consultation. So there's a free book opportunity there. It's not digital, it's mailed in the mail, we pay for the stamps, put in the envelope mailed to you like a real book, and you have a chance to have a consultation with us to help diagnose what your issues are, and see if you want to help with that or not.

But that book will really rock your world, it goes deep into the idea of not chasing people, how to build trust with folks in a short amount of time, how to stop fact-finding and instead ask trust-building questions, which most people do by accident or from old conditioning, how to stop doing discovery meetings, instead, they'll do trust meetings. And so it flips the whole model on its head. So if you don't have that book yet grab a copy, Trust in a Split Second. It's at our homepage, [unlockthegame.com](http://unlockthegame.com). You can't miss it. And below that are other books as well, which will fill you in on how to optimize your game, how to lift your game.

I just finished a call with somebody who has been ingrained for many, many years in the old sales model where he goes in meetings with a pitch deck, he carries a

bag in his hand. And I told him to walk into your next meeting hands-free. Just try it. Don't have any assumptions, have the one call sale questions ready to go in your mind, have a roadmap on your arm, and really take it from there. When you understand this concept, and you can no longer have to play the numbers game anymore. It'll change your life it has for many people now how it was for 25 years.

So, the theme today is this whole idea of being compared to somebody else when you're being shopped and I'm sure you know a lot of you on this call have probably experienced this before, where someone says to you in your meeting, 'We're also talking with other people as well, other advisors, other experts besides you.' That comes from the fact that we're now in a commoditized age, where you no longer are your service is unique.

Others offer the same as you and people are now shopping online. They're searching. They feel like they're in control, like in a shopping mall looking for a new product to buy. And so, it always becomes an awkward moment when they say to you, 'I'm looking at a couple of other advisors besides you.' Usually we cut a bit defeated. We say 'Okay, no problem. Let me know what you think afterwards.' We kind of let things go. But I'm going to suggest to you something different.

And I'm going to give you some language right now. It's very penetrating, very bold, but really is not aggressive. It doesn't make anyone feel uncomfortable, but it gets to the truth of their criteria of who they're going to choose. So here's what I might suggest when someone says you, 'We're looking at a few of the people beside yourself.' You can say 'No problem. That makes sense. I'd encourage you to do that. That's a great idea.'

That diffuses the moment, then you say this, 'I'm just curious, what is the most important criteria that you believe is critical for you in deciding and who best to work with? What's the one thing you're going to use to make that decision?' And just sit back for a moment, put your fingers over your mouth so you don't keep talking and listen. It's probably the first time anybody has ever challenged them with that question. And it forces them to think about what is the most important criteria they're going to choose with someone.

Now in most cases, if they're the ideal client for you, they're going to say, 'Someone we can trust.' And then you can say, 'That sounds good. Is there anything in the back of your mind that you're not comfortable with or have questions about that would allow you to feel more comfortable about what we talked about today? What might be missing the back of your mind?'

So this gives you a chance to really challenge your thinking and have the buyer for the first time, make it a priority to decide what will be the one thing they're going to use to decide who to hire and that reengages in the dialogue again, and gives you a chance to really build that trust again. So use that nugget. And there's a whole bunch more of these languaging tied to scenarios in my 'Trust in a Split Second' book, which you get now in [unlockthegame.com](http://unlockthegame.com).

So, we are going to open the show and see who we have back there who may have a question for me. And we'll start with whoever's there. Steve, let us know who we have today.

**STEVE:** All righty. Let me make this a little bigger for us. Here we go. Happy February, everybody Valentine's Day, and all these good things that are happening right now. So I'm going to bring on my valentine for this year, Sam. So Sam, if you could let everybody know a little bit about yourself and your business and your question for Ari, please?

**SAM:** Yeah, thanks, Steve. Thanks, sorry, I'm in the business coaching space, I help a lot of clients remove the roadblocks that holding them back from advancing their business. One of the questions I wanted to ask you already was around the traditional lead generation of leads coming from a website, one of my clients has sort of experienced this. So I know that you've been a big advocate of having prepositioned before the sales call, we're setting some kind of trust asset or some kind of material, so that they get a sense of who you are.

And when they come to that call, this call is not about me, it's about the client. So by virtue of that trust asset, that's already taken care of. Here's the challenge, someone goes to a website, they might look at it just briefly, they get a bit of a gist of what the company is about, they fill in the opt in form, and they schedule a consultation, and the consultation would be around, you know, whatever, see if they're a fit, or whatever, you know, whatever, the entire series on the webpage.

Now, when people start that conversation, I know that my instructions are normally start with making it all about them, taking a step back, putting into their world. How do you deal with the fact that these people that come on the call don't really know much or anything about the supplier? And their natural tendency is to want to interject and say, 'Well, tell me what you guys do. I saw you on the website. Can you tell me a bit about what you do?'

Now I know that as soon as I would fall into that trap, or my client would fall into that trap, then all of a sudden, they're, you know, they're on the back foot. So is that sort of giving you some perspective as to what sort of situation and...

**ARI GALPER:** Yes. It's the moment that happens a lot with expert advisors who meet with some for the first time, and don't have a structure a framework for how to keep the ball in their court.

**SAM:** Yeah.

**ARI GALPER:** So that scenario, when someone says to you who's not well prepared in advance, and says to you, you know, 'What do you guys do? What can you do for me? How are you different?' All those crazy questions. What you do is you let them know, specifically, not a sales pitch on your company or your services, but you basically summarize in a quick sentence, what is the one or two or core problems that you help people solve.

So they say, 'So, what do you guys do?' What you'd say is, 'Well, we specifically help people solve these two issues. Issue one and issue two. It's holding you back from success. If it's okay with you. May I ask you a few questions about yourself, so that I understand more context to your situation and what you're trying to work on? And then we can take it from there. Would that be okay with you, Mary?

**SAM:** Yeah, great, Ari. So, what's you're saying is...

**ARI GALPER:** Are you seeing what I just did there?

**SAM:** Yeah, you're giving them something. So you're not shutting down the question totally, and letting them feel that they're not heard. So you aren't giving them something, which is essentially the problem you solve. And then you're gently putting it back to them to open up and then start the conversation like that.

**ARI GALPER:** Right, because see, that question to you, is a prompt, prompting you to start selling.

**SAM:** Yeah.

**ARI GALPER:** You'll start doing a sales pitch. That's what buyers are programmed to do from over the many, many years of all the salespeople out there trying to pitch and sell. That's the challenge they've educated these buyers to expect sales pitch.

**SAM:** Yeah.

**ARI GALPER:** But when you get to your quote office, your clinic, Sam, you're a doctor. You don't know how to pitch. You don't sell at all. You only diagnose problem/ You are a problem centric advisor, so you only discuss the problems you help people solve.

Now, if they don't resonate with those problems, they clearly aren't a fit. You exit and exit them out the door.

**SAM:** Yeah.

**ARI GALPER:** So you always want to anchor the entire process around the core problems that you solve because the irony of all this is they know what you do. They wouldn't show up if they didn't. They know you're a coach here or an advisor here. It's not a surprise what you do. I'm sure they would not show up if you were a mystery.

**SAM:** Yeah. Yeah.

**ARI GALPER:** So they're just playing the game that they know how to play to protect themselves from being taken advantage of, which means you have to... yourself from the top of that conversation going down the iceberg, if they can relieve themselves of knowing there's a process they're going to go through, that's not going to contain a sales pitch where they can trust you. And they can see that you're focusing on them and not you.

**SAM:** Yeah, yeah. I like that, Ari, because it enables me to answer their question, give them some context. But I'm framing it, if the way that the problems I solve, I don't tell them about how long I've been around what I've been doing, and all that stuff, it is just framing around that, and then gently back to them. And let's start off with that.

**ARI GALPER:** Here's the thing. They don't really care about you. Nothing personal, Sam, you're a nice guy, they don't really care about your business, how many years a bit of business who your clients are. They don't really care about that. They don't really care about even how you solve their problem. What they care about initially, is this question in the back of their mind, 'Are you the one to solve my problem or not?' Not how you do it.

They're just going through the rote process they've been conditioned to do over the years, by other folks who've been trained the opposite way of this way. And so now we're getting people coming our way. But we have to reframe in a gentle bed with bedside manner, doctor approach to bring them back into a frame where they can relax, drop their shoulders and calm down, get centered and feel safe and comfortable with you that you're not going to use them for your purposes.

You're going to simply identify their issues, X ray the problem, help them to the gravity and the seriousness of it, ask them as a priority to solve or not. And if it's not, then no problem. Have a nice day? If it is, and you onboard them from there.

**SAM:** What if they're a little bit bullish? And even though you say that you open up with them, and they tell you a little about it, and then they jump back to you again and you know, they said, 'Well, how long you guys been around for?' and they still...

**ARI GALPER:** Here's what you say, 'John, I'll be happy to answer all your questions for you every single one that you have, in the back of your mind, I promise, I will answer every question you have. Would it be okay first, if I can get the lay of the land, the landscape of your situation, the context for what you brought you here today so I understand the inputs and outputs as what you're trying to solve? Then we can take it from there. Would that be okay with you, John?'

**SAM:** Yeah. That's beautiful, Ari.

**ARI GALPER:** You got to keep turning things around Sam, so they don't put the ball in your court. If you're listening to this call right now on my podcast, and you feel you're put in this position where your prospects are challenging you. And you're having to jump through hoops to prove your value. Something is wrong in your approach. Something was broken at the beginning of your process to allow that to happen. That shouldn't.

Do you ever go to a doctor and say to them, 'What school did you go to? Can I speak with some of your patients? Can I know what conferences you've been through last year? Can you show me some results of your cert? No. They don't ask those questions. Because the doctor immediately has a process he takes the patient through to help them get clarity on their own problem.

And once you own this mindset, and have the languaging and the roadmap for this, you'll never ever revert back to the old way of thinking and never have to do what I call a discovery call. It's where discovery is everywhere. And the problem discovery calls is, it requires fact finding. Fact finding is not trust building.

So if you're doing a discovery call, you need to end that immediately because what that is more is a 'Are we a fit conversation? Do I like you? Do you like me?' This process is not about a fit. This process is 'are they willing to solve their own problem? And do they feel comfortable having you do it?' Once you realize that concept it tightens up the whole process. So your sales cycle is shortened to less time and less follow up.

**SAM:** Yeah, yeah. You don't want to talk about what you said before, Ari. I liked the fact that you actually said, and I'll have to go back and listen to the sort of show. You actually said, I'm happy to answer all your questions for you. No problem at all. You sort of put me at ease by saying, Look, we'll take care of all that at the right

time. At the moment, we don't really know if we're going to need to talk about, you know.

**ARI GALPER:** See, what the real message there, Sam is, is this underlying the surface. It's this. This call is not about me, my friend. I'm irrelevant here.

**SAM:** Yeah.

**ARI GALPER:** This call is about you. And I have no idea that I can help you. But I have to go take you through a diagnosis process here an x ray to really see if you have a problem that I think I can solve for you. And I won't not assume that unless I really understand you first.

**SAM:** Yeah.

**ARI GALPER:** That's the flip.

**SAM:** That's gold, Ari. That's gold. Can I ask one other thing on that same thing?

**ARI GALPER:** That's fine, sure.

**SAM:** What happens if you're having that conversation and the person who admits the problem to you, you know, and even says to you, 'Yeah, it's a priority.' But they still want to go down the path of something a related problem that's really inept. What they're doing is that I don't really like this problem. I'm saying to you that I want to solve it. But deep down, I don't really want to change. So let's talk about something else. And maybe you might be able help me with that something else. But you know, in your mind, that's something else is irrelevant until you fix the first one.

**ARI GALPER:** Well, I give them a chance first, to say their truth and hear them out. That way, you've got problem A expressed and problem B expressed. So they feel heard by you. Once they feel heard by you, then you can let them know what you believe the right sequences to do in terms of which problem to solve first. I get this all the time, I get people telling me, 'Ari, we need help with getting more ideal clients for our calendar, we need more inbound leads to our business.' And what I discover is that they already have leads coming into the business, they're just not converting many of them. They're losing them in the conversion process.

And I said to them, 'Look, before we can problem solve problem A, we have to solve problem B. We got to solve the conversion problem first. Otherwise, it makes no sense to pour more money and volume into your lead funnel if you got a hole at the bottom of your bucket. So I know it's more, it's sexier and more exciting to

get more leads. But I will not ethically teach you how to do that with more leads until you first fix your conversion problem because otherwise your hole in the bucket gets bigger and does not solve your problem.

**SAM:** Yeah.

**ARI GALPER:** That's not what they wanted to hear. I promise you. Nobody wants to hear that. But when they hear it that way, they always say 'That makes sense.'

**SAM:** Yeah. Yeah. Perfect. And I guess if they resist that, they're not really a fit for you anyway.

**ARI GALPER:** If they're not going to do what the doctor says.

**SAM:** Yep.

**ARI GALPER:** There are other patients in the waiting room waiting to see the doctor.

**SAM:** Yeah. Yeah. That's so true. I love the way you said. I think it was on one of the other sessions or something where you said, if the patient's resisting, then something's not right. They're not a fit, well, you didn't do the process right. So...

**ARI GALPER:** Let me take a minute walk say one last thing.

**SAM:** Yeah.

**ARI GALPER:** This whole idea of fit or not fit, has been sold and been around for a long time. And a lot of professional advisors and experts in the world still think their initial meetings is about a fit. The doctors don't say to you, 'let's see if we are a today'. Okay, you got to throw out the fit concept. It's over. It is dead, because the fit forces you the model to get to know them better, and then get to know you better, which is not the goal.

The goal is to get to know their problems, not to get to know them. And for them not to get to know you premature to the diagnostic process. So if you're being taught right now, you grew up with a model of fit, no fit, and discovery concept, you're shooting yourself on your own foot.

**SAM:** Yeah. That's awesome, Ari. Thank you very much. That's helped a lot. I really appreciate it.

**ARI GALPER:** Thank you. Good to see you again, and take care. See you next time. All right. Well, here we are at Stump the Guru Show. Guys we just took, we're almost out of time here. So is there anyone left? Or Steve, are we good to go for today?



**STEVE:** No, it looks like we're pretty good to go. That was an awesome 2342 part question. You guys covered such a wide gamut. I think that we're...

**ARI GALPER:** All right. We'll leave it at that then. So thanks for joining us today. If you're on the podcast, we're here every month. Review the previous recordings. If you don't have my book yet, Trust in a Split Second, just go right to our site, [unlockthegame.com](http://unlockthegame.com). It is not available on Amazon or anywhere else other than through our own website. So grab a copy there and schedule a time with us have a chat and we'll go from there. Have a great day. Talk soon.

(I've come up with a way to totally eradicate this whole idea of executive sales. If it's over and hello, how the heck are you going to succeed in sales? You've got to rise above that and change your mindset.)

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 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.