

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, and welcome to Stump the Guru show. My name is Ari Galper. And we focus on trust-based selling, been in this for close 25 years now. This is our monthly show, where without a net, people jump on live and ask me the toughest sales question. And I provide them with some insights from a different perspective. So if you're out there, online around the world, just go to stumptheguru.com right now, click that link. You'll be in the greenroom. And if we have some room in the next 20 minutes, we'll slot you in, and I can hopefully solve your problem. That's, hopefully, the goal.

Today's theme is about the idea of shifting from solution-centric thinking to problem-centric thinking. Most people who sell advisors, experts, they have what I call the curse of mastery, affectionately I say, meaning they know their stuff so well that when they hear the problem they can solve, their instinct is to want to solve it. They process it in their mind as they're hearing the prospect describe their issue. And they're almost taking ownership of the problem by hearing it, and automatically the system tries to solve it.

And the problem with that is when you start trying to solve someone's problem; prior to them trusting you, they feel you're not present with them; you're somewhere else. And that's an important string to break in the back of your mind. Because if someone senses that you are not present with them, that you're already moving to the next step too quickly, it's over. You've lost trust with them. And it happens all the time. And then I hear tons of sales calls all the time.

I have experts play recordings for me and my coaching calls with them. And I hear all the time and I can see them literally solving the problem in the back of their mind. And rather than attempting to unpack the problem go behind it, what I call behind enemy lines where you begin to help the person see what they can't see. That's how you really have the person feel that you care about them.

So it's going to take some reframing of your thinking to let go of the notion that your job is to solve their problem on that initial conversation with them. Because, like a doctor, when you go see a doctor, first thing they do is they diagnose your problem to a deep level to the extent where they feel they understand it. You may go the doctors saying to them, you know, 'My shoulder hurts. I have a sports injury.'

They'll go 'Great, but I'm not going to tell you that I assume that's your problem. We're going to go through MRI machine and I'm going to tell you what the problem is.' MRI report comes back. Turns out there's a blood clot in his right calf is causing the shoulder problem. It's not the shoulder problem injury from a sports event he had. So this is the same metaphor happens with your prospects and clients. They come to you and say 'My problem is x.' Turns out the problem is why.

So part of our model in the One Call sale is having the right questions what we call trust-based questions to go down the iceberg to help unpack the person's issue that they themselves could not fully understand their full context by helping him to see the impact of it using our iceberg metaphor along with our mindset shift to more of a doctor-patient conversation, less of a discovery meeting where you get to know each other better, and there's chemistry and they like you, you'd like each other. That's sales 101. That's like dead.

If you're trying to, if you're still doing that, those kind of behaviors where you're working on building rapport with them, free consulting, education, and kind of going sliding back and forth on your dialog for a while with someone. Unfortunately, probably at the end of that call or meeting, you'll probably hear, 'I'd like to think about it. Thank you so much.' So that's the theme for today, problem-centric versus solution-centric. So we've got some time here we're going to jump on to back of the room there and see who we have here. So Steve, who is in the wings, and ask me a question today?

STEVE: Alrighty, here we go. I got my blue and orange on for the next number two seeds. So we're going to start off with Joe. Hey, Joe, how are you? If you could let me know, a little bit about you and your question for Ari, please.

JOE: Yeah. Hi, good afternoon. Good evening, folks, Ari. Joe again here, how are you?

ARI GALPER: Good, Joe.

JOE: So I am a financial advisor, a CFP, Certified Financial Planner. And if it's possible, if you have time, I'm going to ask you two questions. But the first one I have that I hear a lot from prospective clients is, 'I already have a financial advisor, I already have a financial planner.' And I was saying things of course, like, you know, well, you know, 'Are they a CFP? Do you know, like, and trust them? You know, when's the last time he or she reached out to you?' And I think all those approaches are just a little bit harsh. So I want to see if I could stump you with this one.

ARI GALPER: Well, I mean, if somebody says that to you, if someone said to me, 'I've already got a sales coach.' I'd say 'Then why are you here?' 'I already have an advisor.' 'Then why not just stay with them?'

JOE: Sure. What about from the perspective of your prospecting them, you know, your lead generating filling up the pipeline that sort of thing?

ARI GALPER: Oh, I see. Okay, that's different then... I'm sorry, I thought you were putting inbound. So you're talking about outbound, and tell me about what you're saying to them prior to that response? What's your approach? What do you say now?

JOE: So I do planning, where I get a lot of financial planning, where I get a lot of referrals from like, I'm in a bank setting. So a lot of, you know, introductions from other bankers, you know, referrals, that sort of thing. Yeah. So, and I get a ton of 'I already have a financial planner.' I might even hear 'I have two of them.'

ARI GALPER: Right. But what are you saying prior to that response? What's your approach in the phone? How are you introducing? What are you saying? What's your approach?

JOE: Oh, I see what you're saying. It's usually not over the phone, most of it is face to face...

ARI GALPER: Okay.

JOE: ... you know, when folks are walking in to conduct their business.

ARI GALPER: Sure.

JOE: It's more of a face to face setting. You know, 'Hi, I'm Joe, I do the financial planning here.' Whatever have you, you know, work with investments, etc. And then there's...

ARI GALPER: Alright, stop right there. So what you're doing there is ascribing to them what they already have. So for them, they're like, 'So what?' What you have to do is reframe it. Are you being introduced by someone like physically bring you over to them? Or how are you, how is that happening?

JOE: Typically, yes, or sometimes it's just striking up a random conversation...

ARI GALPER: Alright, alright.

JOE: ... sitting there, whatnot.

ARI GALPER: So rather than you saying, I'm a financial editor... what you can say this, 'I'm the expert here in the bank, that helps our clients with identifying certain issues in their financial situation, that they may be unaware of, that could help them tremendously, whether it be overpaying taxes or having a low return on their investments. But we do a complimentary diagnostic that we can do if you will be open to it, to see if we can find something in your situation that maybe you may be unaware of, would you be open to that?'

See that you yourself are unaware of not, nothing to do with the current advisor. Forget that. Just ignore all that. But just focus on saying that 'there might be something they themselves are unaware of? Would they be open to having you do a consultation with them to see, there's some that you can find?', just like a doctor's doing analysis and diagnosis to find trying to find a problem.

JOE: Got it. Excellent. Do we have a sec for another one?

ARI GALPER: Yeah, go ahead, Joe.

JOE: One of my top clients left about a month ago.

ARI GALPER: Sure.

JOE: I kind of did a little bit of an exit interview to try to learn, you know what I could do better next time sort of thing.

ARI GALPER: Sure.

JOE: Clients said, basically, you know, 'There was this issue that came up where I didn't get an answer fast enough that I wanted to get from you.' You know, I didn't want to kind of jump on this person and say, 'Well, what does XYZ financial going to do for you that I couldn't do for you? I guess, do you have any advice as far as you know, exit interviewing people and learning from your own mistakes, I guess.'

ARI GALPER: Well, first thing I do is fall on your sword. And say, 'I want to first apologize, because clearly something that I have done in our process, is that makes you feel comfortable staying with us long term, and I apologize for that upfront. I truly am sorry about that.' You have to first acknowledge that you're the problem.

JOE: Right.

ARI GALPER: Whether you are or not, I don't know if you are, maybe you weren't, but you have to have the humility to say maybe it was me. You start there. They're more willing to tell you the truth. Because then you can say 'I'm just if you'd be open to it, I would love some feedback on how I can improve. Should we eventually at some point in the future connect again, just so I can improve with my current clients, would you be open to share as a feedback around that?

I can't imagine them saying 'no', I think most people will say to you, 'Well, it's X. It was this. It wasn't you, Joe. It was that color. My sample was blue versus green.' Who knows? You don't know what the reason is. That's why if you quit in an environment where they're comfortable telling you the truth.

JOE: Okay. Excellence.

ARI GALPER: Feels kind of weird at first to sort of like, apologize, because you didn't do anything wrong. You did your job, right? You thing you did. But you don't know that because there might be something like you didn't call them fast enough that you weren't aware of that caused them to leave. So that's why you're better off just saying, 'Hey, it was probably me.'

JOE: Excellent. Perfect. Thank you.

ARI AGLPER: All right, Joe, take care.

JOE: Appreciate it.

ARI GALPER: All right, we are here with the stuff the gear show we are alive. Right now we have listeners all over the world who listen to this podcast because this gets converted to a podcast recording that people listen to through Apple, Spotify, and all your favorite channels. So please give us a five stars if you're in there. Listening would be great. If you're enjoying this show. Of course, always come back, you can join in asked as a question too. So Steve who else do we have back there?

STEVE: Alrighty. Up next, I'm going to bring on Talor Stewart. Hey, Taylor, how are you? I saw you in the chat there posting, man. So I got you. If you can let everybody know who you are a little bit about yourself and your business. And your question for Ari, please.

TALOR: Yeah, hi, everyone. I'm Taylor Stewart, I am a licensed architect. And I do go all over the United States. And I'm also the author of the bestselling book Conscious Home Design. And so that's what my niche is. People who are living intentionally, they have goals and they're trying to you know, we spend so much time at home that can really shape us, it can either hinder our progress, or it can actually put the wind at our back and help us lift us into our day. And so we can more ease and grace accomplish, you know, our lifestyle, our vision for ourselves.

So one of the problems that's really stumped me in architects is our have our horrendously notorious bad marketers, right? Great at buildings bad at communicating. And one of the one of the challenges, one of the reasons for that is, you know, we were commonly known as the least, the lowest paid profession. You know, doctors basically save your life, lawyers keep you out of jail, or, you know, or, or keep you from getting sued, or, you know, save your money.

But architects, you know, like they're seen, we are seen as a luxury item, right? Because anyone can go buy a builder made home, or you can go online and buy some cheap floor plans for a couple grand, and hire someone to put them up for you. So the value of it, you know, it's like most people buy their clothes off the rack, they don't get them custom fit or tailor made, right? And so architects are seen as this sort of higher echelon thing.

And so a lot of the people that are in that sort of social class or financial class, they're looking for maybe a status symbol, you know, I've arrived, they want something fancy, they're looking for something, you know, like, you know, to let people know, you know I made it kind of thing. And my niche is not really that, you know, I really want to work with people who are really trying to just self-actualize, you know, like Maslow's hierarchy of human needs pyramid.

You know, we don't just want beautiful shelter, we actually, I see so many talented designers put out like, magazine stuff, I call it you know, eye candy. And I see all these design magazines are full and Instagram and everywhere, it's full of just these beautiful, such incredible spaces. I looked at, I think, 'Man, I hate to live there.' I try and make a sandwich in that kitchen. It's 30, it's 30 feet away between the stove and the sink. You know, it's like you want to get out...

ARI GALPER: So, what... that you have that you're trying to solve?

TALOR: How to communicate value in a way that has urgency, and also differentiates from in a simple way, like the USP, Dr. Save your life, lawyers keep you from going to jail, architects, you know, what do we do? You know, how do we take that?

ARI GALPER: Well, you're talking about how to position yourself, essentially, to your ideal client. And that stems from your ability to articulate their problem to articulate what the trigger is that would cause them to want to hire someone like you.

TALOR: Sure.

ARI GALPER: So, do you have a sense of what that gap is that they would describe as to what would trigger them to want to hire someone like you?

TALOR: Well, many things, I suppose, I mean, the little things we don't have, I don't have that kind of urgency I'm in that can be. There's not enough room for... our space doesn't work, you know.

ARI GALPER: Sure.

TALOR: ... the TV room, the kid's bedroom is right next to the TV room. And so when they go to bed, we sit and we stay up later and watch, you know, television and the sound is on the wall and keeps them up at night. There's friction points, you know.

ARI GALPER: I understand. So I hear you. So what you need to do is go one step behind that and help them see that they actually have the problem. They actually see the friction points, because maybe they live in the house such a long time. They've accepted it as it is, right?

TALOR: Right.

ARI GALPER: Right? So maybe what... you're right. What you need to do is go back a step and go, can you create your ideal home inside your current home?

TALOR: Okay.

ARI GALPER: 'Can you reimagine your current space?', because that's what you guys are really good at doing is helping see space in different way.

TALOR: Right.

ARI GALPER: Because if you're living your own space, all you see is these walls and the same thing every time it's human nature to accept what you're in. You're saying what you see right now can be reimaged in a different way. Even if you can get to the point where you can find some potential clients and do a quick mock up or reimagination graphic of a new look inside their home by taking a wall down with some software programs that hey, we could do this.

Like, I'll give you a quick example. This might help a little bit in a different industry. I had a gentleman a while back who does website development and having trouble getting in front of his clients who are CEOs of big companies. And I said, 'What are you doing?' 'I'm emailing them what I do.' I said, 'Take a picture of their website, print it, then redesign it, print that as you see it and mail that in the mail. So they can see now and what's possible. And he had a yellow sticky note said, 'I went ahead and did this for you. Give me a call back, you'd like to more.' And they call him back. It's the same concept with you. You got to help people see what's possible. Is that helpful?

TALOR: Sure. Thanks. Thanks, Ari.

ARI GALPER: All right. Take care. All right, so we are back to the Stump the Guru show, and oh, very interesting scenarios. And I think there's a theme that that cuts across a lot of this material, which is, let's think from the prospects point of view, not from our point of view. We'll make them feel willing to make a change, willing to tell the truth, and willing to connect with you. And that's really the work that we do. The body of our work, which is the opposite of typical sales programs are all about close the sale, put pressure, you know, chase somebody and those notions are very archaic, unfortunately, in a commoditized world. All right, so anyone left out there, Steve?

STEVE: Alrighty, I've got one more in here. I'm going to bring on Sam, Sam Toronto, and I know you my friend. So if you can tell the people that don't know you a little bit about yourself and your question for Ari please.

SAM: Thanks, Steve. Thanks, sorry. Yeah, look, business coaching, trust-based selling, helping people with a lot of the things around what we talked about. The question I have is I'm just curious about that first gentleman, Joe. And it's along those same lines in what advice would you give to a financial advisor that deals with very high-end clients, they service them in multitude of areas, they seem like they're the one-stop shop for all of these high end families preserve their wealth and keep their legacy, so they lose it internally within their family.

A lot of these guys might mix socially. And they have a lot of these gatherings where they get together. How would they interact with someone socially and get it from the social to the business element without pitching all the things they do and how they do it? Just that transition point, Ari, I think that's probably pretty relevant for a lot of those guys.

ARI GALPER: Yeah, it's very sensitive. Because that industry has been taught socialize first, business second. It's been there since the 1980s. That started with the Know, Like and Trust Model. They get to know you first, like you, if they like you, hopefully, they'll work with you. But the problem is, it's hard to bridge from social to business if you're too social. It gets harder. You know, I had one gentleman I spoke with last week who had been having lunch with this very wealthy person, and they're having so many lunches. Now, they're friends, he can't bridge over. So you got to be careful with that.

So, the key with this is to choose your languaging carefully to bridge over to see if they'd be open to having you do a diagnostic review of their situation. Now, the way you move towards that direction is certain phrases you can use like this. 'Are you aware of? Have you thought about? Have you considered?' And give us some insights around things you have seen in your work from others similar to them of things that you discovered that these your clients are unaware of? And you can say to them, 'Hey, have you ever thought about the idea of whether you're overpaying your taxes and have you considered this?'

That's not saying 'come to my office'. You're giving them some help by using those phrases, so I would just plug those phrases in, where appropriate, and share some insights that you're discovering through your work that might help them. If that makes sense. So, the key phrase again, are 'Have you thought about? Have you considered? Are you aware of...?' It's like you're helping the person. And then from that, that could lead to have them have to have sit down with you. We can go through situations and go from there.

SAM: Okay. Oh, no, I like that. So basically, what you're saying is exposed what they don't know now, and just giving them some examples of what they might be missing out on or hadn't thought of.

ARI GALPER: From current clients now.

SAM: Yeah. Yeah.

ARI GALPER: You always thought about them. You're just sharing with them what you're learning.

SAM: Right.

ARI GALPER: Wow. I never thought about that. Interesting.

SAM: Yeah.

ARI GALPER: 'Have you ever thought about that for yourself, John? Have you considered the idea that maybe you're have too much money in cash?' Whatever it might be, that's how you bridge into their world.

SAM: Yeah. Yeah. And obviously, you don't want to spend too much time talking about it, then. So you want to transition to let's get together and...

ARI GALPER: Well, once they find that interesting and intriguing...

SAM: Yeah.

ARI GALPER: ... then they start asking themselves, 'Hhmm, maybe you can help me with something. I would like to talk with you about my situation.' So, it's kind of a two-step process, but it's the bridging languaging I just provided you is what allows that to ask for your work.

SAM: Perfect, Ari. I like that. Thank you.

ARI GALPER: Alright, Sam. Good to see you again. Take care. And this brings us to the end of our show today with Stump the Guru show and just some quick announcements. Our newest book is now live 'Trust In A Split Second.' Grab a copy at unlockthegame.com. We're now releasing our new one coming out soon called 'Are You Chasing Ghosts?', which will provide lots of insights about why the leads do not convert.

We have a few more in the works as well. So if you've not grabbed one of my books at all, there's six of them now available at unlockthegame.com. Grab a copy. And there might be an opportunity to have a chat with us as well for a consultation, discuss your situation as well, and we can kind of give you some insights on the spot to help you right away. Thanks for joining again, and we'll see you soon. Take care.

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. 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 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.