

Stump The Guru

May 2024

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. This is Ari Galper and welcome to the Stump the Guru Show. We are here again live this month with some folks in the green room back and Steve back there waiting to ask me a question. If you're new to the show and you're on the podcast, welcome. We have thousands of people listening to this, every single month which is great. And we have great feedback at adding value helping people with what we are sharing. In these sessions, it is a live Q&A Call unprepared people jump in from all over the world with their biggest, toughest, most complex sales challenge. And I've got to answer it for them on the spot without any planning.

So I enjoy this process. And I think folks coming on do as well, a lot of value, which is great. So today's theme, as you probably saw in the topic is this whole idea of 'Is the hard sell obsolete?' And I think we all know the answer to that, that if you're attempting to add pressure to someone to make close that sale, obviously, you're going to lose the opportunity. And you'll get rejected and it's uncomfortable. There's kind of two layers to this. There's the overt hard sale, which we know what that is, which everybody hates. But there's also the covert, hard sell, so to speak, whether it's underlying pressure that you can't, that you that they can feel from you, but you yourself don't know you're delivering to them.

And that's the whole layer we deal with here at Unlock the Game. I call it. It's the business name trust-based selling, where we focus on how to defuse the underlying pressure, the river of pressure that flows underneath the conversation that you have with someone who just met you, or first meeting and that pressure is there because they're coming onto the call with you already thinking that you're going to attempt to get them to like you convince them of what you might have or educate them on a solution they don't know about in a way to move them forward. They're already thinking in the back of their mind, your job is to move them forward. That's why you're showing up with them.

So you have to have a way to be able to cut through that pressure. And help them see that you do not have an agenda. You are there to diagnose their problem like a doctor and a patient kind of relationship. And you're not going to have any expectation of any movement forward unless they themselves want to solve their problem. That is a mindset shift completely away from the typical know-like-and-trust model that most

people are used to, which they grew up with in the 80s, which is 'Hey, let's get to know this person. They get to know me. We become friends. We have a social relationship, so to speak. And if all goes well, they'll work with me.'

Unfortunately, those days are kind of over because people know that can be fake sometimes because real relationships take time to build a lot of time. And there's no time to build a real relationship someone presale, hence why the shift to a doctor-patient, what I call the One Call Sale model that we developed, where you can cut through the noise, and they respect and trust you as the authority. And then the onboard with you in that one meeting.

And that's kind of the big idea for today. And if you don't know, we launched our newest book this month called, 'Are You Chasing Ghosts?' It's not available on Amazon. It's only available at our websites, unlockthegame.com or arigalper.com. And it does a deep dive into why those who get inbound leads end up chasing their prospects, how to turn things around, and the psychology behind that, why you hear things like 'I want to think about it.' 'I'm not ready yet.' 'Let me discuss with my wife first.', what we can do about that, and understanding all the psychology of why leads are not converted to sales.

So you can begin to understand how to pull back the pieces of the process together to get into your sales cycle, like do one single meeting. So you want a copy of that just go to our website, unlockthegame.com. There's a free copy available on the homepage there, if you want to get a copy of that there and schedule a chat with us as well. But grab a copy. It'll definitely help you as you begin this journey of digging down the what I call the iceberg. So we'll get live now. I know there's some folks out there chomping at the bit to ask us some questions. So Steve, who do we have back there?

STEVE: All righty, let me go. Let me fix that real quick. We're going to bring Doug up first right now. So, Doug Singer, if you can let everybody know a little bit about you and your business, and your question for Ari please.

DOUG: Yes. Hi, my name is Doug Singer. I'm a financial advisor. And Ari, I've got a question for you.

ARI GALPER: Sure.

DOUG: What's your approach to dealing with repeated client rejections for potential clients? And how do you maintain the motivation and the confidence in your sales approach during those very difficult times?

ARI GALPER: Well, let's figure out first of all why the rejection's happening. And let's stop that out first. So can you walk me through like a typical scenario where you have that happen to you, so, we can understand where the breakdown is?

DOUG: Yeah, I think a lot of times, like you're talking about chasing ghost, so I get a lot of, I need to think about it's. I get a lot of call me next week., I get put off a lot on a lot of my initial conversations.

ARI GALPER: Okay. So, if you're getting 'I want to think about' , that means that what you may have done unconsciously is provide to them education, ideas, concepts, insights, information. When you provide somebody information on initial call with someone in a sales process, that is new layers of content their brain has to process, which gets in the way of them being decisive with you to make a decision to hire you.

Now, I know it sounds countercultural because we've been taught for many, many years, as advisors and experts, our job is to educate the person so they're impressed with our knowledge. And somehow they'll say, 'Okay, you're so smart. Where do I sign up?' Well, those actually work pre-COVID quite a bit. But now those days are over because information has been commoditized.

So it's expertise and value. So you can't rely on that anymore to make the sale happen. So what you need to think about, Doug is, what can you remove from your current process right now that is getting in the way from them making that decision with you where they say to you, 'Doug, I'm in. Let's do this. ' And I think in your case, it's permission to let go of the education piece from the brainstorming piece.

And you probably know what's going on there to start focusing on how to take control of the conversation where you make the call less about them, getting to know them personally, the more about the problem that they have and unpacking it to a deeper level. We'll talk more about that later on. But that's that iceberg is the key for you to remove the 'I want to think about it. Let me give it to you next week.' Does that make sense?

DOUG: Yeah, it makes perfect sense.

ARI GALPER: All right, Doug.

DOUG: Totally agree.

ARI GALPER: All right. Good to see you again.

DOUG: Thank you.

ARI GALPER: Take care. Byebye. All right, sure. So we're back with Stump the Guru Show we're alive. If you want to jump on, please go to stumptheguru.com You'll get right into the green room here. And Steve will bring you in to ask me a quick question, if we still have time. You haven't got a latest book called 'Are You Chasing Ghosts?', go to unlockthegame.com. It's on the homepage there, grab a copy and have a chat with us as well while you're there. So who else we have Steve back there?

STEVE: All righty, up next, I'm going to bring on Derek. Here we go. Hey, Derek, how are you. Same deal. Who are you? You know, what is your business about and your question, please?

DEREK: Hey, Ari.

ARI GALPER: Hi, Derek.

DEREK: Well, Ari you know, just for the audience. So I'm an enterprise account manager selling health and safety software. So, what I wanted to do is kind of discuss; you know, I'm very familiar with the mindsets. And so I do a lot of prospecting, cold calling. And we worked on a problem statement many shows ago, and I've been using it. However, I'm getting some odd common objections.

ARI GALPER: Okay.

DEREK: The interesting thing though, when you use the mindset, it's almost you're being polite to that person, and that person will give you a second opportunity to address the objection. But I wonder if the opening statement is triggering it?

ARI GALPER: Sure.

DEREK: Or, you know, so I wanted to run it by you. And...

ARI GALPER: Yeah, let's sharpen it together because I've been evolving, too. I can make it a little better for you. So maybe walk me through what we talked about last time.

DEREK: Yeah, so the last time we talked about was, well, I use a bit of a variation. We talked about going up the line and down the line. So, this variation of this opening statement that I'm using is I'm talking to health and safety people that are looking to meet their sustainability goals, while using 10 to 20% less resources. So my opening statement is you know, 'I'm just giving you a call, just to see if you'd be open to a different perspective of reaching your sustainability goals, while using 10 to 20% less consumption of resources.

ARI GALPER: Okay, let's tighten that. It feels a bit complicated now that I'm hearing it again. You're doing two big ideas at the same time. We got sustainability and 10% reduction in resources.

DEREK: Right.

ARI GALPER: So between the two, what do you think is more compelling for them? Reducing their costs, or?

DEREK: It's operational efficiency. I mean, so every company out there will set goals, right? And a lot of times they don't know how they're going to reach their goals.

ARI GALPER: Okay.

DEREK: And so they're very concerned about that. So they want to make sure that, you know, they're cutting the number of resources that they're doing. They're cutting costs, things like that. That's super important to them. And they got to keep their eye on the target at the same time.

ARI GALPER: Alright, so maybe some of them like this is 'I'm just giving you a call to see if you'd be open to some unique resources that gives you a path, your sustainability goals, while at the same time dropping your costs to get there.' So it's the same thing, but little bit less, sort of staccato in terms of clumps. But I'm just trying to get clear on can we get to one?

Can we find the one big idea that you believe we go 'Huh. How do you guys do that?' Because it can't feel incremental. It's got to be high concept. We got to give them some high concept idea where they go, 'How did you do that?' It's like when I say to people, 'We do the one call sale.', you know.

DEREK: Yeah.

ARI GALPER: 'How you do that?' So let's come up with some idea around this high concept that kind of where we come in with this idea that they themselves have never considered. So maybe 'I'm just giving you a call to see if you'd be open to an unusual idea that potentially could accelerate the speed in which you can get your sustainability goals.'

DEREK: Okay. I can give that a shot.

ARI GALPER: I'm trying to add some romancing the stone a little bit here. Because what we had originally a bit dry, try to make it a little more interesting, little more curious. A little more gay. All we're looking for here Derek is 'What do you mean? Tell me more.'

DEREK: No, exactly.

ARI GALPER: ... move to the next step, right? So I'll play with that a little bit. It's on the recording here. And go more bolder in your promise in your statement.

DEREK: Yeah, I can give that a shot. I think what's just to add something to that Ari you know, like I said, one common objection I get is on the statement that I'm using is those decisions are made at the corporate level.

ARI GALPER: Okay.

DEREK: So I mean, I could easily say, okay, fine, I'm going to call corporate. That's easy. But however, because you're working through an enterprise organization, the intel that I get on the ground level is so important to build that.

ARI GALPER: Yes.

DEREK: So is there any languaging that I can get to somehow because they sit quietly after they make that objection, and they're waiting for me to say something...

ARI GALPER: Here's what I might say, 'Would you be open to some insights that may help you at your level?'

DEREK: Okay.

ARI GALPER: I mean...

DEREK: I like it. Straightforward.

ARI GALPER: It's clean.

DEREK: Yeah.

ARI GALPER: It's simple and it brings it back to them.

DEREK: Yeah.

ARI GALPER: Try that. Let's see how that goes. And if you get more resistance, Derek, come on back. Let's keep chipping away. To be clear, that pass with everything just keeps working for you, you know.

DEREK: Yeah. Sounds great. Ari. Thanks.

ARI GALPER: Good to see you again. All right, Derek. Take care. All right, we're back with Stump the Guru Show. You can see all kinds of interesting questions coming my way and all different scenarios. These are real situations. These are on the ground challenges people are having that can only be solved from a trust perspective. And of course, trust based languaging to the tighten up the messaging so it feels received well by the other person. All right, so let's see who else we have in the room better, Steve.

STEVE: Alrighty, up next. And for people that do wonder it really is like we don't know anybody that's coming in. I don't know the greenroom before I log in. I log in and I say I hope there's people in there and then there's always people in there which is great. So it's it this is as without a net is something could possibly be right which is fantastic about it. I'm going to bring Irvine right now. Hey, Irvine, how are you?

IRVINE: Hi, how are you? I got to get in front of the camera so you can see me better. Hi, Ari, how are you?

ARI GALPER: I'm good. Good. Good to see you.

IRVINE: Good to see you, too. I have two questions. But I want to tell you an interesting thing that happened to me this morning. I bought a new car with my wife today.

ARI GALPER: First, tell us what you do. So everyone knows.

IRVINE: I'm sorry. Yeah, I'm a financial advisor with Northwestern.

ARI GALPER: Got it. Got it.

IRVINE: And I went to buy a new car with my wife this morning. We're having deals on Tesla's. Yay. So we went out and the salesman went away. There were two people there and one went away and the guy was by himself with me. And I asked him, 'How long have you been here?' And he said, 'Seven years.' And I said, we got to talking. And then he told me that he's having a baby in two months. I said 'Really?' I said, 'That's great.' I said, 'Any concerns about not the baby but life around what the baby is going to bring?' He went, 'Yeah, there's a couple of it.' And I said 'Like?'. And he said 'Well, probably should get some insurance.' I was like 'Okay.' And I was tempted to say start going through the list. You have a will the have you, are you investing money, you know. But we stopped and I said 'You know, I help people with this kind of questionnaire right here. Would you like to have a conversation about this with you and your wife?' And we're meeting on Monday at four o'clock. Easy, it's just right, right through.

ARI GALPER: So you caught yourself...

IRVINE: Yeah, I caught myself.

ARI GALPER: ... to not call move him forward and scheduled a meeting. Good for you. Good for you.

IRVINE: I didn't get my factfinder out and ask for your name, your birth date. No, I didn't do that. So I have two questions for you.

ARI GALPER: Sure.

IRVINE: One is, what can you say to someone who you just met? You know, he's just a very interesting person, or she's a very interesting person. And you don't know a lot about them, except, you know what they do? And this would be a good prospect. But I don't want to come on too strong or scare him away. How do you take a step with somebody like that? Do you say I'd like to get to know you better? Or would you be open to having lunch? Or be or something like that to...?

ARI GALPER: Are you talking about someone you meet in a social situation or what do you mean?

IRVINE: Yes, the social situation.

ARI GALPER: Oh, you met someone on social and they're interesting, are you...?

IRVINE: Here's the... I had an elliptical machine in my house, and I wanted to get rid of it. Because this guy came by and he told me he owns 27 gas stations. I was like, 'Oh, this sounds like an interesting person to meet. And I'd like to get to know him better.' What do you say to somebody like that to get to the next step?

ARI GALPER: Did you have chances describe what you do?

IRVINE: Yeah, I gave him my card.

ARI GALPER: What did you say you did?

IRVINE: I said, I'm a financial advisor. And....

ARI GALPER: Stop right there. Stop right there. Okay. So we got to change the identity of how they view you when they meet you. Because when you say 'I'm a financial advisor.', they're going to go, 'Oh, I got one of those.'

IRVINE: Right. It didn't work.

ARI GALPER: Well, whether it does or not, but I'm just saying the term has been commoditized as you as you know, in the marketplace.

IRVINE: Yeah.

ARI GALPER: What you can say is this 'I'm a financial doctor.'

IRVINE: I like that.

ARI GALPER: And you smile. They go 'What do you mean?' 'I help business owners solve three unique problems. One, two, and three. That's all that I do. I just focus on those three issues that businesses owners deal with every single day that put them at risk. That's all I do.' And

now those problems should match what he's got. He'll go 'Uh. I'd like to learn more.' So switch the languaging and Irv, you'll be on your way.

IRVINE: More. Okay, great. Second question. In my journey with you, one of the things that you had said, when you when you're following up with a prospect on the phone, instead of saying, 'Hi, I'm Irv.' And they know it's a sale, instead of doing that, it's like, 'I'm hoping you can help me out.' That's great. And they say, 'Sure.' And do you follow that with 'Would you be open to some unique ideas for your...?' What follows that?

ARI GALPER: Yeah, yeah, you're on the right path here.

IRVINE: Okay.

ARI GALPER: So what you're missing is the key issues to say at the end. So 'Would you be open to some different ideas and insights on how to address the issues of...?' And you plug in the three issues that you solve for people, or business owners who targeted same issues when the guy says, 'What do you do?' You have to have a staple of three core problems that you solve for your market. And when you're meeting someone new, whether it's the outbound call, or socially, you describe the problems that you solve and let it sit there until they say to you, 'Hmm, tell me more about that.'

IRVINE: Okay.

ARI GALPER: So in your case, 'I'm just giving you a call if you'd be open to some different ideas and insights on ways to address the issues of one, two, and three.' And let it sit from there and see what they say. Hopefully the issues that you're describing, you know, the market you're calling already has. So they say, 'Hmm, what do you mean by that?' And then you're on your way from there, okay.

IRVINE: It's not one size fits all. It's like what I think these people should. Okay.

ARI GALPER: Correct.

IRVINE: Also. I booked a cruise...

ARI GALPER: Alright, great to see you again.

IRVINE: I booked a cruise for Australia next year so I can come and see you.

ARI GALPER: Great. I'll take you out my classic car for a ride.

IRVINE: Okay, the Porsche. Yeah, I like it.

ARI GALPER: Exactly. Alright see you later. Take care. Bye bye.

IRVINE: Thank you.

ARI GALPER: All right, we're back with Stump the Guru Show. We are alive. All kinds of folks coming in old clients, new folks, I don't know. It's fun. And I think this is a safe place to come and ask your question and get some key ideas because it's if you go to the outside world, other places, you'll probably get traditional ideas that are considered conventional and

everybody already knows. So hopefully come up with some unique ideas. Do we anyone that's left back there, Steve?

STEVE: I have a clean-up hitter, the Iron judge of Stump the Guru. It's Sam. Sam, let the people that don't know who you are. The few that remain on the earth know who you are and your questions for Ari.

SAM: Thanks, Steve. Thanks, Ari. I'm a business coach. I help people with productivity issues, not enough cash flow and not enough customers. My question to you Ari is one that's recently come about. And it's a topic around gathering whales, like every now and then I come across a client that is huge. And I know in advance that they're huge. Usually huge means is a couple of partners involved.

So one partner is on the call, have a great call, courtesy of everything you've taught me, I go down the iceberg, and it's fantastic. They don't want to do something further and then inevitably is going to be needed to talk to my partners. You've given me some strategies in the past to work on that, which is great.

But question is this, when I know at the start, that they're a partner, should I maybe say something different as I'm going down the iceberg? Should I maybe because what I'd love to say is, 'Is this your decision to make? Or do you have other people here in the food chain that needed to be consulted with?' That's what I feel like...

ARI GALPER: I know you want to do that, because you know, in advance, it's not going to go well at the end. So what you try to do is end on all that avoid the moment of 'Oh, I got to talk to Mike about that first.'

SAM: Yeah, yeah, yeah.

ARI GALPER: So I, in my mind, what I would do, if you know in advance, they're a big opportunity but you know, they're a partner, and they cannot make a decision. It's partners have to go the other partners get along and have consensus first, which...

SAM: We don't know that for sure. But it's very likely.

ARI GALPER: Okay, well, if you don't know for sure it's different. If you know, for sure, then treat them as if they're the single decision maker and do not change anything. If you discover towards the end, they say to you, 'Oh, I have a partner here, I got to run it by Mike and Jim', or whatever the partners names are, then you know, the odds are dropping pretty quick.

SAM: Yeah.

ARI GALPER: This will not work, this is not going to happen, because now they have to do this, go back and sell it the other guys. And they got to reach a consensus. They never met you. And pretty much it's over. And that's the risk you run with talking to folks who can't make a decision on the spot. But there is a way to deal with this. And that is if you're having a zoom call with someone and you record the meeting, you can say 'Would it be helpful for you if I got you recording of our session today? Have your partners watch the session

to catch up on what we talked about today, that saves you some time, and gives them context that we can all meet together next time around and catch up for some Q&A questions or discuss that.'

And typically, I found people very open to that and actually think 'Hey, that's a great idea.' I'll let this recording do the selling. It's exactly why should you have to go there. And they have no context and then I say 'If you'd be open to it, why don't we schedule a time right now to catch up again, brainstorming...' I like this new phrase, 'brainstorm together some ideas as a group of us. We'll go from there.' And almost everyone says 'That's great.' They schedule a meeting with all three partners in advance.

SAM: Yeah, that's beautiful. I like brainstorming. I love it. What if you do know in advance? That's very likely because you might look up and you see that there are a VP and the President's not there. And that sort of thing. If you do know in advance, would you change anything in the One Call Sale or in the iceberg?

ARI GALPER: You know, I would give everyone the time they deserve.

SAM: Right.

ARI GALPER: I would not prejudge anybody honestly. I had a couple of ... to come to me, who worked for a huge system organization. And they were implying they knew the CEO, they're friends with the CEO and somehow that will bait me into giving them what they wanted. And you know, it's pretty common they're friends of the CEO, but the CEO does not respect them enough to make decisions with their advice, but I treated him and her the same way as anybody else full respect, full iceberg, full roadmap, no change at all. I want everyone to leave every conversation and feeling good about the conversation and not shortcuted.

SAM: Beautiful. Thanks, Ari. I think that's what I like to hear. I keep standard.

ARI GALPER: Just keep formulaic. Do not adjust to conform anybody else. Have them conform to your process and you're good to go. You can sleep well at night. Don't feel guilty. You can just know you did your best you could. You unpack their problem, help them see the issues. It is up to them, they want to solve it or not. That's your only job.

SAM: Yeah, you've helped me so much because normally when I see a while I get this dose of hopium, you know, but now I've got it under control at will.

ARI GALPER: Yeah, you got to control the hopium. So it doesn't go in your vein and take over your thinking. And now you're already on the next step in the back of your mind. You got to be present all the time. All right.

SAM: Thanks, Ari.

ARI GALPER: All right. Take care. All right, we're top of the hour here. And this will end our show. Hopefully, you've enjoyed what you've heard today. If you want to learn more about our concept, our process, our latest book is now out called, 'Are You Chasing Ghosts?' is on our homepage, unlockthegame.com. You get a copy that. It is complimentary, along

with my latest book before that called Trust In A Split Second. Get both of those for free in the mail.

We pay for the stamps, along with a chat with us to discuss your situation to see if we can help you in some way if not no problem at all. But those books alone will be worth your time to access that contains insights that you wouldn't get anywhere else in the world. So we're signing off for now. Have a great day. Hopefully you'll be all back soon. Bye bye.

I've come up with a way to totally eradicate this whole idea of executive sales. If it's over at hello, how the heck are you going to succeed? 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. 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.