

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: Hi everybody. Welcome to the Stump the Guru Show. We're back again for another episode. Lots of you folks are listening from around the world. Some of you are live right now. This is our Unlock the Game Show. I'm Ari Galper, specializing in trust based selling.

If you don't know much about what I do, please go to unlockthegame.com but this is our my 25th year of specializing in this narrow niche of trust-based selling, and we've cracked the code on collapse in the sales cycle from multiple steps down to a single conversation, removing all pressure from the process making selling a different experience than you're probably used to. And there are lots of folks out there who are using our approach successfully, are happy, and we also have 1000s of people who are following every word that we talk about here.

So I'm excited to be here today. The way the show works, we have folks who jump on whenever they want. Ask me a question without a net here, so they can have a complex situation, a scenario question for me. If we have no one here, we just kind of riff off different things I'm working on ideas and just share thoughts, insights that I'm experiencing every day on the front lines with folks who are on the front lines talking to new opportunities.

So the theme for today is this idea of being challenged in your sales process, being challenged by your prospects. It's happening more and more in the marketplace today, as the world's become commoditized. As you probably know, you're probably seeing the fragmentation. You're seeing the kinds of folks who are coming your way from your advertising, your marketing.

And in many cases, apart, you're probably being shopped. They're shopping you against somebody else. They think you're a commodity, not that you are, but they think you are, because from the outside in, all they see is you and someone else. They can't distinguish you as being different than anyone else, because everyone is screaming as loud as they can right now in different industries.

So when they're coming inbound, it's very common for prospects to challenge you and say to you, right away, I'm looking for information on x. What can you do for me? Do you have information on why? Or they might even throw you objections, like 'I'm

looking at you and someone else. Why should I go with you? Your fee is too high. These are all can be countless objections.

These are resistance. This is pressure on you. This puts you on defensive mode. But I'm working on a new book right now coming out this quarter called melting objections, how to get to the truth exactly deal with this issue, how to be able to eliminate the resistance at hello when they enter a conversation with you.

And the way you handle this is, first of all, you have to take a deep breath and be very centered in yourself, and when you feel these bullets coming your way, rather than trying to push back or overcome it, which is typical sales approaches overcoming resistance. Instead you want to diffuse resistance. You diffuse resistance by re engaging the conversation away from the resistance coming your way.

So friends, if someone calls you and says to you, 'Can you help me with this?', your instinct will be, of course, like most likely, 'I can. Yes.' But, you know, tell me, we automatically just say yes we can, which now sets the tone of the conversation, as opposed to, you should be saying 'I'm not sure I can.' Because the truth is, you don't know if you can, unless you understand their full spectrum of their problem.

They might say to you, 'I'm looking at you and to other people.', rather than saying, oh, you might want to say, 'No problem. That makes sense.' Even go further, 'I'd encourage you to do that.' Then you can say, 'I'm just curious what specifically is the most important criteria for you that you're going to use to decide who's best for you? Is there that one thing that's most important to you?'

You see how that now shifts the conversation. Now they're thinking themselves. 'Well, what is that one thing?' Hopefully they'll say to you, 'Someone I can trust.' But there I've got languaging, and I've got our approach to dissolve any resistance at all resistance, because I've heard these objections and points of resistance for years, and they haven't changed. They're only more amplified now.

So you need to be armed and ready to diffuse this resistance coming your way, because the market has changed, you're being shopped. It's very hard to distinguish you versus someone else, not that you are not a good marketer, or you have a unique product, obviously you have a unique personality, they just don't know you enough or trust you enough to distinguish that.

And a lot of folks out there are still dependent on the old views of selling value, providing consult, free consultations, and trying to educate their prospects, to differentiate themselves, and all those things are what everyone else is doing. So I've always been the contrarian. I'll say it now. Do the opposite of everybody else, and you'll be successful.

If you're new to the show, welcome. You grab my latest book at unlockthegame.com. Reach out to us for a consultation as well. You can talk to us about your situation. We can analyze it, figure out where the holes are. And on that note, we're going to open the

show today and see if we have anybody back there who's got a question for me. Steve, how you doing back there?

STEVE: Alrighty, Happy New Year's everybody. And look, you mentioned something in the beginning when you said the word X, you were talking about, you know, X, and as you oh, what just popped on the screen 'Follow, Ari on X' Ari Galper. So Ari is actually on X, everybody. And you can communicate. You can talk.

It's really him, you know, there's going to be, of course, the corporate posting, as you would have, but Ari is there live in... X. So by all means, go harass him. I welcome you all to drive him crazy on X, I promise you I will, but we'll take that off and let's bring Fred Denton. Fred, what is happening, my friend? It's been a while. Happy New Years.

FRED: Hey, Steve, hello, Ari. Glad to be on this call. Ari, as you know.

STEVE: Oh, I turned the wrong...

FRED: Can you hear me now?

ARI GALPER: Yeah, all good, Fred.

FRED: Happy New Year guys. Ari, as you know, I'm a big fan of yours, and I have a special section in my home on my bookshelf. It's about that wide with all of your books, and the question that I'm going to ask you today is probably somewhere in the book, but it's the one that's on my mind that has stumped me.

ARI GALPER: Sure.

FRED: Once and using your methodology once I have somebody and I'm in front of them, or on that initial perspective call, the iceberg method is amazing, and some of your suggestions really help a lot. My problem is the best people who come to me are referred through either centers of influence, meaning CPAs and or attorneys or existing clients, and specifically with centers of influence, what I find is, when I form a connection with a center of influence, what they really want say it's a CPA.

They want me to refer my clients to them. They're looking to me to refer to them. They don't really have a lot of clients to refer to me, because everybody already seems to have a financial advisor. And I'm just wondering if you have any keys or tips or whatever to help cultivate centers and influence get referrals from not only them, but also existing clients.

ARI GALPER: The minute someone says to you, what can you do for me, if I do something for you, that means there's something missing in that relationship. There's a sense of trust that isn't quite there yet for them to say, 'Oh, you can help me with my clients. That's great.' So I'm not sure how you're approaching them right now. Do you kind of, when you... I'm curious what's creating that reaction, how do you approach them now? What's your process for that?

FRED: Well, I've tried many, I've tried many different approaches, and frankly, I kind of gave up on it, but I'd like to start cultivating it again.

ARI GALPER: Oh, I see.

FRED: And yeah, and so in the past is, tell me what the problems are that your clients face. What's the biggest you know, doing the inquiry around.

ARI GALPER: I see.

FRED: And assisting help them solve their clients' problems.

ARI GALPER: Okay, I have an idea for your Fred, that I think will kind of plug up this little hole here. Step one, you mail them a copy of your book to establish immediately you're the author and expert on thought leader on your topic. Then from there, you arrange a conversation.

In that conversation, it's not about referring each other's clients or getting into his pond. It's more about if he resonates with your message, would he be open to you doing educational piece, a webinar, a presentation to his clients as a value add to help them have clarity on what you do. Would he be open to that? That's always...

FRED: Good idea.

ARI GALPER: It's like an interim step. You're not saying, 'Hey, let's work together.' 'It's like. Are you kidding me? I don't even know you.' But if you can present him yourself as an expert, trust authority on a sub topic he can't really talk about, and you're going to offer him an educational series for his clients. That's like a whole new way of him thinking about adding value to his client base to retain them. That's what I'm thinking for you, Fred.

FRED: Thank you. That's so obvious what you said, because, after all, I did write a book, I just hadn't thought about how I would bring it to COIs and then using the webinar educational series. Thank you.

ARI GALPER: Look, no one these days is getting a book in the mail anymore if, unless they've ordered it on Amazon, it's usually a digital but how she sent someone, if someone every once in a while, actually, one guy sends me a book in the mail out of nowhere. I'm like, 'Wow, a book.' And I felt like, kind of touched it and look. I go, 'This guy must be good.' It's such a new experience these days because no one else is doing it. I think that could be your breakthrough approach.

FRED: Should I call them and let them know I'm sending the book or just send it unsolicited.

ARI GALPER: Send it cold with a letter that says, 'Hi John, hope you are well.' A little introduction. 'I thought you might find this interesting. We have a different perspective on how we work with folks. It's not traditional, it's contrarian. And I wanted to share this book with you to see if you might resonate with it, and if so, maybe we can have a brief chat about the topic.'

FRED: Great. Thank you.

ARI GALPER: Maybe try LinkedIn to reach out to them. So that, I think, is your wedge of how to start the process with them and then go from there, Fred.

FRED: Okay, thanks, Ari.

ARI GALPER: All right. Take care. Excellent. So we are back to Stump the Guru Show. We have all kinds of interesting questions that we had in the show, things that you wouldn't have thought about, problems that people can't solve on their own, and we're always trying to find a different approach to how people think about how to solve these problems.

And my brain's always been wired as the contrarian. I've always challenged the normal construct of how people solve problems, and I always take a trust based premise behind it to make sure when you're entering a dialog with someone, it's based on on you adding your authenticity to it, not a selling activity, which I want to talk to you about today, actually about a topic of mine. But anyone else out there before I go on that topic, Steve?

STEVE: I've got Sam on I can bring in Sam.

ARI GALPER: Yeah, please do.

STEVE: Hey, Sam, how you been buddy?

SAM: Hey, Steve, I'm well. Thank you. Happy New Year to you.

STEVE: Happy New Year, first time we've seen each other. Look, you're an old timer. You know what's going on, so by all means, I'll let you rock and roll.

SAM: Thank you very much. Yeah, good to see you, Ari. Yeah.

ARI GALPER: Yeah. Look. I just thought, first of all, you know, I'm glad you're here, Sam. I want to introduce you to everyone who's listening and watching. We have a lot of clients here, lot of prospects. You know, Sam's been on quite a bit. He's been following me for, I don't know, 10-20, years now, and he's one of our senior coaches. He has his own consulting business, and he's at the point now where he's got so good at what we do, we brought him in as one of our partners to help our clients grow their businesses.

And we've kind of added a new piece of the show now, where it's kind of The Sam and Ari riff show where, after the questions that we get from people from the audience, Sam and I are going to just talk about what's going on in our minds right now, what we're seeing on the ground in conversations with folks trying to close large opportunities, talk about how trust impacts society relationships, really take the concept of trust the larger level, giving us permission to kind of just brainstorm and riff off different topics that he and I see throughout the week, that we experience.

We've had some interesting questions coming inbound us, asking us to expand the show, to really get deep into our thinking right here, because a lot of success is based on how you think. So I thought, Sam. I just thought, if you have a question, I thought, what I do is talk about a post I just put up on X, on LinkedIn yesterday and today, and I'll read it actually. I'll read it directly what I wrote. Here's, here's what I wrote. I wrote. I heard a sales guru yesterday suggested technique called an emotional takedown. How does that sound?

It's basically guilt language to get a lead to commit to showing up for an appointment. Because one of his prospects, or someone on this call, asked him this question, you know, how do I make sure that my lead show up for my calls. And he suggested doing this take down approach, where you basically use this phrase to make them feel slightly guilty or committed to showing up.

And I heard this, and the rest of my post says jeez, do we really need to be manipulating people in 2025 or can we just build trust with these people before they show up? What do you think? That's my post. I'm getting people right now who are commenting and liking that. But, you know, when I heard that Sam, the audience who's speaking to is recording, were like, 'Oh, that's a great idea. I can use that technique show up.' You know.

And when I hear that, it takes you back to the 80s and 90s, where people are still seeing selling as a technical approach, where you use techniques to get a result. And I find that so distasteful in this modern day age where we're trying to build a trust with people and relationships, but we're still wired to use techniques to get people's behavior to change. What are your thoughts on this?

SAM: Look, it's amazing. Ari, I mean, to go one step further, what you're saying is, I see it a lot too, but here's a couple of crazy things I'm noticing in addition to what you're saying is that not only do some of these other people provide those sort of techniques manipulation, but the general public is a lot more switched on to it these days, that they can see it coming, you know?

And a lot of the things that we've been trained in the 80s, tie downs, all the different sales techniques people are switched on. They know it. It's like the whole rapport thing. They know, hey, you're just trying to butter me up, right? They get it. So what amazes me is how so many, I don't know, sales coaches call them whatever you like, they're still pitching some of these avenues or strategies that not only do they not work because they're not conducive building trust, but other people know they don't work and they're still using it. Like...

ARI GALPER: To some extent, things may work, but there's a downside of that. And I love what you just said, the fact that the sellers think, 'Hey, that's a great idea', without even thinking about how the other person would feel. What that language that was suggested was it something like, you know, will you make sure you show up, designing and get in the way of you coming, and, you know, how the other person feel?

I mean, I would feel kind of like, gutted, like, how inappropriate, like I'm going to come, you know. And so the fact that they're so detached from how the other person would feel is a statement in itself. It's a statement of society. I think, as a society, we've really bifurcated, we really separated without and lack of we lack a lot of empathy for how other people feel, and that's a divisiveness in politics and society. And I think this divisiveness is what we have to heal.

We got to bring back into what we do, and that all comes through communication. The whole world operates off of communication. You know, business, social media. But no one needs to guess at what communication we're seeing out there right now, and this is a small fragmented example of what's being taught to people on how to communicate to potentially new clients. So I find it quite not shocking, but sort of like, wow, nothing's changed for years, and our mission is even more pointed, to make sure people learn how to communicate with trust.

SAM: Yeah, absolutely. And look, you know, I feel sorry for people that are fairly new into sales or have been in in the career for a while, and they want to up their game, and they think, how can I do it better? They're not aware of some of the things we teach. So they resort to some of the traditional things, sort of digital, things that are written, and, you know, a lot of the 80s, 90s models.

And I feel sorry for those people, because that's how I was before I came into your world. And in my heart, I knew those strategies just didn't work. I mean, they work occasionally, as you said. I mean, obviously something's going to work all the time, but I just never agreed with it. It wasn't ingrained with who I was. And I, back then, I was in an industry that was very low trust, so I had a double whammy.

So the thing was, you know, like, if you don't agree with it, and you cringe, because you've got to apply those strategies, that's even a greater impact for someone as a seller, and that, you know, then that energy goes to your client. It's just the whole thing becomes a mess.

ARI GALPER: See, the thing is selling as we know it is essentially a dysfunctional relationship.

SAM: Yeah, that's it dysfunctional.

ARI GALPER: It's artificial. It's attached from connecting. And so I think what's happening is a lot of business owners now advisors and entrepreneurs are saying themselves, I've got to get better at selling.

SAM: Yeah.

ARI GALPER: I've got to get some sales training. And my whole contention is no. Stop selling. Don't get sales training. It's the wrong prescription to solve the problem. Instead, get coaching and training on how to build trust effectively with people who don't know you yet. Learn how to connect with people with a framework and languaging where they can feel comfortable working with you. In fact, it'd be even worse to get sales training and the worst, to start to use techniques like these that only would feel for you uncomfortable and not align with your values.

SAM: Yeah.

ARI GALPER: So some people are comfortable and detached. This gentleman had talked about, this is detached in many ways, and he was okay with the technical part of the process to treat people that way, but I just don't think that's right. I think that it only adds fuel to fire that that we're trying to put out.

SAM: Yeah, absolutely. And look, you know, I'm sure there's people like me that genuinely want to help people. They love sales. I know it's a good opportunity to make good money, but at the same time, help a lot of people, add really serious values, solve problems, put them to a better place by virtue of what you sell. So you know the last thing you want to do is to have that as a profession and be having that cringe sort of feeling.

So you know, when I came across your work, it was such a relief. I thought, finally, I can actually do what I want to do, without all the games, without all the manipulation of the trigger. I can just be myself. And it was such a relief to be a human conversation. And you're right. It's all about, you know, just developing trust and, you know, you want to. I mean, the difficulty was, is that I knew what I wanted to tell people.

I wanted to basically say, Look, you know, I don't care whether you buy or not. I just want to be able to help you. But I wasn't getting the words across. I was just had all that other manipulation stuff going in my head of the past, and often it didn't work. And so, you know, look, I personally cannot emphasize the importance of the genuineness and, you know, just knowing that this is the normal, efficient human way to do something, and it just gets results.

And I'm okay these days, if people don't want to if I'm not a fit or not, no big deal. Great. Have a nice day, yeah? But if I can help you, then you know, I want to understand a lot more about what's going on.

ARI GALPER: The way I look at our mission. Our mission is to humanize this dysfunctional process.

SAM: Yeah.

ARI GALPER: Because if we can do that, Sam and bridge that gap, we're talking about billions of dollars of transactions that could occur to help society and help people solve problems by removing the element that causes the distrust and the lack of commitment, which is the process we've been taught itself.

SAM: Yeah

ARI GALPER: I'm talking about going get to the heart of this thing, taking an arrow and throwing it right at it and saying, 'Okay, how we've been taught about selling is all wrong. We have got to be able to shift our thinking to a problem centric approach, not a solution centric approach.' But I think what you said there's important a lot of us have our heart in the right place.

SAM: Yeah.

ARI GALPER: We want to help salespeople. But what happens is the words come out, and the angst of getting it right gets all messy with us, and then we just work harder to get better, and it comes almost this conflict with us and the other person, and then they can feel a mile away that you're not authentic. You're not being who you really are.

SAM: Yeah.

ARI GALPER: And I think authenticity is the one word missing in our society right now that we need, more than ever, between two people being willing to tell the truth to each other and be open discussing how to help each other. This goes back to my story 25 years ago, when I had that conference call. Remember that call?

SAM: Yeah.

ARI GALPER: ... when I listened, they lied to me and didn't tell me the truth, and they had an agenda. I didn't have the agenda, per se that was going to hurt them and but it was two shifts a night, passing each other. And I think this is just the human condition we have to heal in our lifetime.

SAM: Absolutely. And you know, the other byproduct of this that that really is another thing. Once again, I feel sorry for people in the sales industry. If they got bosses, or they got principles, they got to report to, you know what the answer is? Well, just do more Sam, just get more volume. Okay, just churn and burn. There's more people out there. Talk to more people, and all of a sudden it becomes a volume game.

You start feeling bad because you think, oh, geez, now got to do more work, and I got to put myself in more of these situations. Whereas I think, if they just stop the volume game and concentrate on the quality game and say, instead of doing more, how can I make my existing conversations better? How can I improve that quality? I'll improve my efficiency. I can actually get more business help more people by doing less and concentrating on that one conversation rather than multiple conversations that are going to just be getting me nowhere. What do you think?

ARI GALPER: Look, most leaders of sales teams only have a few buttons to push to try and increase their sales. Typically, it's about putting pressure on the team to do better. That's where the rank. How can I produce a better outcome from what I have and what they look at? They look at the numbers; they look at the volume of leads. They try and tighten up certain things, what they don't know how to do, or unaware of that we do, which is to go do a deep dive inside the conversations.

SAM: Yeah.

ARI GALPER: Now, they probably listen recordings and coach, but they wouldn't know what to look for that would untangle this. So the actual conversations they have in the field with their prospects are trust space, which immediately create a next step on the process and move the pipeline down faster. It's right. It's not about the volume or the mechanical elements or pressure on the team to sell better. It's stepping back and going, what don't I know that I'm missing and I can't hear or see myself that would make each conversation more potent.

SAM: Yeah. And also, just to enhance that even further, is that some of these leaders say, 'Look, you got to do it my way and that, you know, just do more of it my way and don't deviate.' So even if you want to feel like, you know what, that's not quite right, it doesn't resonate with me. I'm going to try this approach, you know, you get a lot of

resistance from some of your leaders and some of even your peers. It's a tough environment.

ARI GALPER: You know where that comes from because typically, the owner or the leader of the team grew up in a different age.

SAM: Right.

FRED: Makes sense.

ARI GALPER: It's their own. All they know is their own construct. They grew up in know like and trust era, whereas about relationship building and techniques to make the sale, that's all they know in their purview. So all they do is apply what they knew from the past to now. What they're not understanding is, as everyone knows, the world has totally shifted. Like I said earlier in the call, it's a commoditized world. Now you're being shopped.

Everything shifted from the inbound customer prospect point of view. So you're using an old construct to a new market, or a new kind of mindset for the market out there, you are going to hit some serious pain real quick. And it won't be about how you will try and solve it. It's more volume, like you said, 'Make more calls.'

I talked to a guy yesterday who's excited to feel proud to say to his team, 'I want you all to get out there more I want you to get people. More meetings, I don't care what. You got to get out there. I'm like, 'That's not the problem. It's not getting, you don't just get out there, show up and meet people. It's about what you do once you get there. That's the last mile I believe most businesses cannot solve on their own.'

SAM: Yeah, yeah. And people feel it Ari. If you're a recipient of a person that their bosses or their leader said, go out and do more. You're talking to someone; they know you're not present. They know you're just on a mission. That you can hear it in their conversation, that their tone is sped up, their pace, everything's go, go, go. And then, you know, you ask them a question, they interrupt you. You know, it's so obvious. So that doesn't work in so many levels.

ARI GALPER: Adding pressure from above downwards, only pushing pressure from the team down to the customer as only making things worse. So for those listening right now who have a team, or even themselves who want to succeed in this new year, you've got to start by saying yourself, 'What don't I know? What am I doing now is not working from last year? And am I open to change?'

A lot of people aren't open to change, fine, but if you're willing to shift your mindset, then don't be afraid to come and reach, ask for help, order a copy of my book, ask for a consultation, have a chat with us, and we can probably turn things around for you pretty quickly, you know, with a shift in your own thinking.

So on that note, Sam, I really enjoyed this little session we had today. Let's do more of this. I think it brings out more of what our thoughts are at a deeper level, and what's happened in the marketplace. So appreciate you, and we'll see you next time on the show. Okay?

SAM: Yeah, no. Thanks, Ari, it's been great. I really appreciate your insights.

ARI GALPER: Alright, take care. That's it for today, everybody. Thanks for joining the show, and we'll see you soon. Please give us your feedback, give us some stars on the ratings for this as well, or some comments. We'd love to get your feedback. What else do you want to hear on the show? Let us know we're very open to adapting and giving you as much value as possible. Thank you so much.

Oh, and don't forget, I'm now on X posting on there, send me a message, communicate with me. I'm on LinkedIn as well and expanding my presence globally. Take care. See you all soon.

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 master class 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@www.unlockthegame.com.

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