

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 the Stump the Guru Show. My name is Ari Galper. And if you're new to the show, I welcome you wholeheartedly. We have folks from all over the world who listen to this podcast, who jump on live to stump the Guru so to speak. So I specialize in trust-based selling for those who don't know that who are new to the show. And this show is different than probably most of you used to. This is where nothing is preset. I'm walking on a wire here.

Folks come in and ask me their toughest sales challenge. They have the complicated ones. The ones where they're stuck with an opportunity they can't get a hold of. They're getting rejection or resistance, and they're not sure how to deal with it. And look, what's happening out there in the market right now is this, that your potential clients or prospects are shopping you. And they're used to be like that.

It used to be they came to pre COVID as the expert that would have a chat with you, you all get along well, and they become a client. And I missed those days, I truly do. But now things have changed. And if you're still wedded to the traditional model of selling, and which is over education, giving too much value or a value in itself, or relationship, building pre-trust, if you're still doing all these behaviors, unfortunately, you're under the will or be on the client soon.

Because your opportunities, you'll be losing opportunities. Because if they don't trust you first and your sales process, no matter what you do, will make a difference. And it's interesting, after 25 years of doing this, my message has always been the same.

And what's different now is as sharper and more effective because we've been able to distill down the most essential language and mindset approaches to really eliminate resistance in your sales process, especially folks who are providing you what I call smoke screens, prospects who say things you like we're shopping

around. I'm just now in information gathering mode. You've heard that before, right? And they're looking to you to fill in their gap.

But you know what I discovered? They really don't want information from you. What they're really asking themselves is do they trust you or not. And that's what they want. People have a problem; you have a solution. They don't want to learn by how to solve their problem. They want their problem solved. But what do we do folks who are conditioned, the old way to sell is we end up adding all the elements into the mix that make it confusing for them.

We start giving them information, some consulting, some ideas. We start to build a relationship with them, which is premature and inauthentic because you cannot build a real relationship with someone in a short amount of time. You can build trust with them but that's different than a relationship. And these are all concepts that we talked about all the time with our private clients in our Mindset Club.

And if you resonate with this messaging, then you're in the right place, I want to mention it as well, we just launched our Trust Academy, which allows folks who want to become an Ari Galper trust-based selling coach to be certified in our approach. So you're thinking about a career change, or you have a coaching business, or you want to master just for yourself, go to unlockthegame.com/becomeacoach and you'll see our new group we're building out right now.

We have five mastery coaches who will be teaching this and the 12 month curriculum. Everything is on that page, unlockthegame.com/becomeacoach for you. If you resonate with this with our philosophy, and you're looking for something different, or we'll add a revenue stream to your business model or just teach yourself this or your folks in your office, whatever you want to do, this is your chance to really do a deep dive in our approach through our certification program, which is now available on our website.

So take a look and a good chance. Now I see folks lining up in the greenroom right there to ask me questions so we'll bring in Steve and Steve let us know who's on because we got about just 30 minutes to go.

STEVE:

Alrighty, well look Ari. You know this is going to happen so happy birthday my friend. For all that don't know this is Ari's birthday week. I will not tell you the day the year the age that is a dark kept secret in my closet behind me. But Ari Happy Birthday. Everybody can now. So I had to start with that. But first I'm going to bring on Bobby Pedia. So Bobby if you can let everybody know a little bit about you, what your business is and then your question for Ari, please.

ARI GALPER: Go ahead, Bobby. Your sound's muted Bobby. We can't quite hear you. Not sure why, not sure, we can't hear you. Maybe you see if that's working for bit. Anyway, maybe pull someone else in until it will start working. By the way record is not working there, Bobby. See... just bring someone else then.

STEVE: We'll give you a second Bobby and I'll reach out to you in the private chat if there's anything I can do to help. So I'm going to remove you from the window real quick. And next up I'm going to bring on Bob Carr. Hey, Bob, how are you? The same time....

BOB: Just fine. Thanks. Just fine. Thanks back again. How are you guys?

ARI GALPER: Good, thanks. What's happening, Bob?

BOB: Well, I guess that's tell people I mean, I have been on a couple of times, I have a digital marketing business. I recently had I mean, I went through the cold calling process and been quite good at kind of going through that and getting a good compensation.

But what I realized I did just recently is I was kind of going through it immediately started going well. I'm kind of interested in display advertising. And I think instead of kind of digging a little deeper, I immediately kind of went to solution mode. Like I know, I'm not supposed to. And I could tell immediately that they were backing off.

So I guess I have a two-part question for you because this has already happened in the past, how to reengage them on email. And the second part would have been, what should I have said, when I kind of made the mistake in order to continue the conversation go a little deeper and make it more about them and not my solution.

ARI GALPER: Okay, okay. So first of all, if you find yourself tripping over your old way of thinking like you did there, and you went too far with someone like that, the first thing you want to do is you want to apologize. That sounds so contrarian to what you're supposed to be doing. But trust me, from their point of view, they're feeling a sense that you're there for your own agenda.

And you're not hearing them out, or you're not connecting with them. And you need to unify yourself with that person at a human level. And the way to do that is simply say this. 'Look, just briefly, I want to apologize, I realized I made the assumption and that you may have an issue you may not have, and I started to talk you through display advertising, I apologize for that. I hope you'll forgive me.' 'Okay, it makes sense.' ...

It is just someone's dropping the guard and go, 'Okay, no problem.' And then you can reengage them around the problem. That's the real key is. And back to your original issue why you did that, because most of us are wedded to the idea that our self-confidence and knowledge comes from our solution. Hence why most people start with talking about what they know, which is the solution.

What you have to do Bob is shift that confidence level to how good you are at knowing the problems that you help people solve and ascribing their issues. So in your case, you might say to them, you know, 'Would you be open to some different insights on how to bring more clients in your business without having to waste money on poor qualified opportunities?'

Now, that description is exactly what they're probably experiencing, which is kissing the frogs to get to the prince kind of thing. So if you can own that space, you've got them, so to speak. Now, to reengage again, it's hard to reengage someone like that if you burn the bridge the first time, okay. But if you want to reengage folks, again, you want to reengage people, this goes to anybody who's following up with people as well, reengage them around the problem, not the solution.

So the key philosophy shift here is you want to be always be problem centric. If you're problem centric. In your approach, you're always bulletproof. Because you're not overstepping the bounds of the of the connection with them by assuming they need what you have.

So in your case, you might write a note to him that says, you know, again, 'I apologize for my brief conversation with you last week, I made the assumption that I shouldn't have about what we do. But I wanted to ask you this brief question.' And then you plug in right there. what I gave you around the problem statement. Does that make sense?

BOB: Makes a lot of sense. Yep.

ARI GALPER: Bob, you're a caring guy. And they got to feel that you care about them and that's the way you are. If they can't feel that from you and your approach unfortunately, the wall goes up, and they shut you down. And I think you experienced that there.

BOB: That's exactly what happened.

ARI GALPER: Okay, Bob, good to see you again.

BOB: Thanks, Ari.

ARI GALPER: Sure thing. All right. We are back with The Stump the Guru Show and we have folks from all over the world dialing in right now. If you're on the podcast in your car, hope you're enjoying this. Please come say hello at some point to our website. Say hi to me at LinkedIn. If you like this philosophy, and you're intrigued by the approach, then do look at our new trust Academy at unlockthegame.com/becomeacoach. All right, Steve, who else do we have back there?

STEVE: All right, I'm going to let Bobby sort out his audio. I'm going to bring on Sam. Sam, how you doing, buddy?

SAM: Hi, Steve.

STEVE: You know, I'm not going to tell you the deal. I'm going to let you do it yourself, because you know.

SAM: Thanks Steve, happy birthday week Ari, by the way.

ARI GALPER: Thank you. Appreciate it.

SAM: Well, I got a question for you that's live and your answers going to input and I'm going to apply it today. Alright so...

ARI GALPER: So okay, real time.

SAM: Real time, real time. Now. I'm in the water consultation business. I do home demos. Now, occasionally, it doesn't happen often but I have a great meeting. And I know it's a great meeting because when I leave, I said to myself, 'Did I apply pressure? No. Did I Listen? Yes.' And I think great. And I leave the conversation, and then I do the follow up of some sort. I don't usually do that but if I feel inclined.

And then this is the question. So they reply back in this case this gentleman replied back by text. And he said, 'Yes, Sam, we want to go ahead.' I thought, 'Good. That's like, great.' And I replied, I said, 'No problem. All I need is the picture of those two, the paperwork I left you and just send it to my mobile, and I'll get that organized for you.' tumbleweeds.

Now, this happens, this only happens once before, and I blew it as well. So I don't want to. I guess the question is, what do I say to this guy? And do I ring in? Do I send him a text back to say, 'Hey, man, where's your paperwork? You wanted to go ahead. You contacted me. Does that make sense?

ARI GALPER: It sure makes sense, Sam. Yeah. And what you have to understand is that text is not a place to make the sale.

SAM: Yep.

ARI GALPER: You made the assumption that through the text he wanted to order and you replied back in your process on text, right?

SAM: Well, let me put some context wise and I don't normally like to send texts at all. But I find that I call people. Well, this guy called him. And I knew wasn't going to answer because he didn't answer the first time, right? So my then default is I sent a text.

ARI GALPER: No, that's okay. That's okay that you texted him and you got the response. But why didn't you call me he texted you?

SAM: Well, historically, I knew he wouldn't answer.

ARI GALPER: But he texted you is on his phone. So what I'm suggesting to you is, make them talk to you, Sam.

SAM: Right, right, right.

ARI GALPER: Because this is what happens, they throw some quick answer to you on text. It disappears in the ether somewhere, and you've got a black hole and a wall, you got nowhere to go. See what I would have done. If the text would have come through. I would have said, 'I just got your text.' Add the voice that they can feel that Sam, feeling again. ' And I wanted to ask you, if you wouldn't mind, could you please just send over X, Y and Z. And we can go from there.'

Even if it's a voicemail leave the voicemail too but don't reply back on text. Don't do what the customer wants. I know it sounds so contrarian. But look what happens when you do if you use channels like that, you know, the you run the risk of being shut down. I prefer it. I prefer if you call them as a measure they didn't call you back then fine. Let him do the work to find you again.

SAM: Okay. The only small challenge with that is that some people then got these 10 second things or whatever on their messages, but on this side... Sorry?

ARI GALPER: Does he have 10 seconds on his?

SAM: Well, I can't remember. But your points are valid. I was certainly do that. Well, let me put this scenario to because I did that with my last guy. Right? It's only happened twice. So the other guy I did that I actually rang him. And he said to me on the phone, you said oh yes. And we had a chat. And we want to go ahead and I say 'Great. All you need to do is send me the paperwork.' Tumbleweeds again. So with him I ended up after about three or four days. I sent him an apology text.

ARI GALPER: Oh, hold on a minute. How much do you...? You don't have to tell me exactly. How much you make per sale on average, one deal.

SAM: One deal that's 500 bucks.

ARI GALPER: Okay. What if you spent \$35 Sam, and you said 'Look,' say the guys, 'John, I'm going to send you a courier. It's going to arrive at your place tomorrow morning, eight o'clock. He'll pick up the paperwork, send it back to me. Please have it ready.'

SAM: Right. Okay.

ARI GALPER: See what you're doing is you're assuming he's excited do paperwork, fill out a form and send it back to you. That's the last thing they don't want to do. They want their solution, not the paperwork done. You're assuming that they want to, you're not assuming it's just that no one wants to fill paperwork out.

Have the courier, pick up the paperwork at a certain time. You got to put structure, Sam, around that process for onboarding. And you're leaving that hole right there up to them to do it. That makes no sense.

SAM: Well, I guess the other option is obviously, I'll come around and pick up the paperwork.

ARI GALPER: Either way, you got to get them to understand what your process is. Your process is you fill out paperwork, we pick up, no unloading, no emailing, no texting, No, don't. No, we will pick it up from you, which means there's a commitment he's making, to having it ready for the pickup.

SAM: Okay.

ARI GALPER: Add that one step in Sam, just you can test the carrier one just for fun for one person. 'I'm going to have a courier sent to arrive at your place at eight o'clock. Would that work for you will be ready by then?'

SAM: Yeah, okay. I like that. That's good. Thank you very much.

ARI GALPER: You got it.

SAM: Don't reply with a text. Don't fall into the trap.

ARI GALPER: No, don't fall into the trap where you get stuck into a black hole. There's no way out.

SAM: Yup. Okay.

ARI GALPER: Stick with the human touch. And let's see how they respond.

SAM: Perfect. Thank you...

ARI GALPER: All right, good to see you. You're always welcome back anytime. Anybody else who's on the show right now who's been here before you're welcome back anytime. This is my time for anybody who wants some help during this show. And again, if you're on the podcast listening around the world, I'm glad you're here.

And there is hope we can solve any sales problem that you bring this way. Our approach eliminates all resistance in the sales process and it doesn't make you sacrifice your soul in the process, which is so important. And you know, 25 years of doing this now, I think we figured out mostly every scenario, so bring them to us. If you're stuck, we can fix it for you. All right, anyone else left back there, Steve.

STEVE: Alrighty. Bobby came back in. So we're going to bring Bobby on and see how this goes.

ARI GALPER: Awesome.

BOBBY: Hi, Ari.

ARI GALPER: Hey you're in.

STEVE: Yes. Alright, alrighty.

BOBBY: Sorry about that.

ARI GALPER: Okay, Bobby, what's going on?

BOBBY: Yeah, well, so my name is Bobby. I'm beginning to sell virtual cards to suppliers. So I knew we had a conversation last week. And so more context on the situation, currently, the suppliers will be accepting either one of check ACH or wire

payments. And the suppliers will be selling software and hardware to Equifax. And so when I call I'll be representing the Citibank on behalf of Equifax.

So that's the context. And Equifax has been sending emails to their suppliers. And the emails basically, say we're writing to you about a new electronic process we're offering to our suppliers. A Citibank rep will be reaching out to you, which will be me. But my company wants me to tell the suppliers about all the benefits. I'll actually have information about the supplier like, 'Oh, you're so I see you're taking checks, I see your, you know, terms are 30.'

And so the company I'm working for, they think that by having all this information upfront about the company, about the suppliers that it builds trust that way. So they don't they want me to do whatever. They want me to do this on the one call. And they think setting the Zoom call is kind of wait, prolonging the period. So the question is there any way I can do a one call sale on the initial call?

ARI GALPER: Well, the question really is, how do you engage this person that doesn't know you yet.

BOBBY: Correct.

ARI GALPER: And one conversation around something he or she would like to talk to you about. The only thing people want to talk about is their own problems. So what we got to do, Bobby is just come up with an opening statement that starts the conversation in their world, not yours. Okay, so some of the fact of you know, 'I'm just giving you a call to see if you'd be open to some different insights on how to eliminate expenses you have right now that you're paying to the bank that you don't need to be paying. And to add some more profitability to your business. Would you be open to that?'

No, I'm just making this up right now, but I'm trying to give you a sense of how you open a conversation around a problem that you solve. Now, the data they gave you in advance about their activity, that's good to have that handy. And if it's appropriate, you can use it. Say, 'You know, I'm with XYZ company. And we do have reports that let us know, the transactions that you do. And I see that you were using this using that. And we could possibly save you some opportunity on that. That's what our what we do here. Would you be open to that?'

So what the message here, Bobby is this, they have to be open first, to your concept and the problem that they've got before they're ready to hear your information.

BOBBY: Okay. Now, I know you always say don't mention the company on the first call.

ARI GALPER: I don't mind. I don't mind it in your case, if the brand itself makes sense to them. That's fine in your case.

BOBBY: Yeah.

ARI GALPER: Yeah, if you're unknown, then obviously, it's different.

BOBBY: Okay. Just a couple more. Like, in my situation without Zoom, or a second step, is there a way to do everything on one call?

ARI GALPER: If they trust you enough. You know, but you got to gauge the conversation. If they're in the middle of some client phone call or report, they're busy obviously, you can't. You have no choice but to schedule a next step with them. Right? So if you get somebody who's got nothing going on, and you're engaging him around the problem, and he's interested, and you can walk through the process, and he wants to move forward, then great.

Yeah, it's possible, but you're going to have to adapt to because it's an outbound, unprepared call, and it's an interruption in their space. You don't know where they're at right now. So it'd be apt to be sensitive to that.

BOBBY: Okay. All right. I'm sure I'll talk to you soon. I'm just wondering...

ARI GALPER: Absolutely, Bobby, welcome back. Thank you so much. And I think that brings us to the end of our show today. And, look, I want to wish everybody a great week. And to let you know that there's no lack of opportunity right now in the marketplace. People need your help. They have problems that need to be solved. What they don't want, is to go through hoops to solve that problem.

So if you're still carrying any of the old habits that you know, you probably still are doing based upon your results, and you're not happy with the sales you're making because of that, the problem usually isn't them. It's usually you. And you, I mean unconsciously doing certain behaviors and old shifts that don't fit anymore, the level of trust people need to buy from you. So just keep an open mind.

You can grab my latest books at unlockthegame.com. You can also of course, look into our Trust Academy to become a coach with us, some of the opportunities now in the marketplace, and I want to... Signing off for now. See you next time.

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 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.