

# 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. We are here again for an exciting opportunity for all of you to jump on in live and ask me a live question. My name is Ari Galper, welcome. I've been specializing trust-based selling for the last two decades, hard to even say that word now. Those two words 20 years and keep going, looking for always new ways to innovate new ideas.

We specialize in how to compress a sales cycle from multiple steps to one single step, how to build trust with someone on a selling conversation, how to really look at your whole sales model in a different perspective from the point of trust. And this show is all about a live opportunity to jump on ask me a live question that you're on right now are listening, just go to [stumptheguru.com](http://stumptheguru.com), [www.stumptheguru.com](http://www.stumptheguru.com). Just come on in.

And we'll bring it on the show. If you're listening on the podcast, welcome to all my listeners around the world who listen to this every month on Spotify, and wherever else listening in the podcast. And today's theme is the notion of not having to overcome objections, but instead defuse objections. What I mean by that is we're taught when we get resistance from other people, from the old Gurus we're taught to overcome it.

If someone says to you, your price is too high, and you try and deflect it, or overcome it, or we're using somebody else. You try to overcome it. And in our world, we don't try to overcome objections. We defuse that we remove the pressure out of it reengage again, to connect with the person without anyone feeling uncomfortable.

So I'll give example, if someone says your price is too high, you know, normally what we do is the old way would be defend ourselves or lower our price or try and negotiate. But in our model, we teach when someone says your price is too high. You say, 'You're absolutely right. It can be perceived as high. You haven't had a chance to actually use our services or getting involved in what we do. Would you

be open to a different perspective on how to build the business case around this to make sure it makes sense for you and us?'

So that's just one example there. Or if someone says to you, we're using somebody else already. Right. The first thing you say is, 'That's not a problem.' You defuse the moment; I was looking to replace what we currently have right now. Just want to see be open some different perspectives they may not have access to now would you be open to that?'

So we try to reengage that defuse that because the more you build trust with somebody on that conversation, the more they feel open, to share with you the truth of what their stand. And that's the theme of our whole approach called the Unlock the Game mindset where our goal is let go of the sale, go deep in the conversation, like a doctor and a patient, build trust with someone to address their problems.

And that's where we get the instinct from the other person to come back and hire us to move forward. And so if you're on the call, welcome. If you're around and you want to jump on, ask me a question. Go to [www.stumptheguru.com](http://www.stumptheguru.com) to log you right in. So let's jump on the show. And Steve, who do we have today?

**STEVE:** Alrighty. Hey, hang on. Let me make this bigger. Happy April, everybody. First I'm going to bring on Derek. Derek, if you can let everybody know who you are, what you and your business is all about. And then your question for Ari.

**DEREK:** Hey, Ari, good to see you.

**ARI GALPER:** Hey, Derek, you too.

**DEREK:** Yeah, sure. So just for the audience. So what I do is I'm an enterprise account manager. So I'm selling enterprise software and provides environmental health and safety to enterprise organizations.

**ARI GALPER:** Okay.

**DEREK:** And I have two questions. One is I wanted to test a bit of a problem statement that had been out there. And then the second is, how would this problem statement apply to more C-level executives, like CEOs, CTOs? How would that change? So just to give you a bit of a context, so what the software does is, I'm going to read it off a bit. So it just aims to ensure the safety and efficiency of high risk work processes by managing work permits, risk assessment and safety protocols to prevent incidents and maintain compliance with regulatory requirements.

So I'm typically dealing with, yeah, I know, it's a mouthful. So I'm dealing with operation managers, plant managers, safety managers, people of that sort. So they're, you know, some of the pains they experienced, that's a top of their mind is like, they're concerned about being out of compliance, or productivity, underperformance or contractor, inefficiency, things like that. So...

**ARI GALPER:** Right, but isn't ultimately the whole point of your tool to prevent incidents?

**DEREK:** It is. It is. But it's also to increase efficiency in their plants...

**ARI GALPER:** Yeah, that's what does that even mean?

**DEREK:** Well, like for example, if their machinery goes down, you know, that's costing them hundreds of thousands of millions of dollars. So

**ARI GALPER:** It's not just personal health and safety. It is actually your operations and machinery as well?

**DEREK:** That's right. Exactly.

**ARI GALPER:** I see.

**DEREK:** Yeah.

**ARI GALPER:** That's operational software that keeps things streamlined in addition to your personal safety as well?

**DEREK:** That's right. Exactly.

**ARI GALPER:** Got it. Yes. Okay.

**DEREK:** So my problem statement that I've been using, is, I would say, I'm just giving you a call to see if you'd be open to some different ideas on production losses that are causing unknown financial costs.

**ARI GALPER:** That's a pretty and also mouthful too.

**DEREK:** Yeah.

**ARI GALPER:** What would be a common incident or problem that would occur from their perspective, that frustrates them the most, would you say, in their role? Are they being measured?

**DEREK:** They're being measured on production output, in the factory. So, like I said, if the machinery goes down, they have to bring a contractor on site to try to fix the machine and that they're measured on KPIs on output, you know, how much...

**ARI GALPER:** Alright, so my hunch is and downtime is probably a key word for them.

**DEREK:** Right.

**ARI GALPER:** Would you say?

**DEREK:** Yes, yes.

**ARI GALPER:** All right. What else? I'm trying to find the languaging here. They're hot buttons, that for them they care about. So my guess is first thing is they don't want any downtime.

**DEREK:** That's right. Exactly.

**ARI GALPER:** That affects throughput.

**DEREK:** Exactly. Yes.

**ARI GALPER:** Okay. I'm trying to triangulate the right languaging here to really speak as if you work in their office with them.

**DEREK:** Right.

**ARI GALPER:** ...as the outside reading benefits from a brochure about what you do.

**DEREK:** That's right.

**ARI GALPER:** So I'm imagining something around, 'I'm just giving you a call, to see to be open to a different perspective on how to eliminate any downtime on your production lines, and gain a 10 to 20% throughput on your output.'

**DEREK:** Okay.

**ARI GALPER:** Something is specific to the downtime and performance because that's what their mind is thinking all the time. They're trying to turn the dials right? To get those two elements lined up correctly?

**DEREK:** Yep.

**ARI GALPER:** So what are your thoughts about that?

**DEREK:** No, I like that, because it's a very tangible number 10 to 20%. And we're not throwing something out in the air that's not realistic. And that's, you know, my second part to it is what I typically say is 'What I mean specifically is making sure your production and maintenance process have minimal downtime.' I don't think we can. I think it's unrealistic to completely eliminate downtime.

**ARI GALPER:** No, of course. No, no.

**DEREK:** Yeah.

**ARI GALPER:** I wouldn't say. I didn't use the word eliminate. I said reduce it tremendous significantly.

**DEREK:** Yeah. Right.

**ARI GALPER:** So reduce your downtime, significantly, while at the same time increasing your throughput numbers. That's got to trigger somebody's like, 'What do you mean?' or 'How do you do that?'

**DEREK:** For sure, absolutely.

**ARI GALPER:** Right. Then you can go into 'We have a system that detects in advance or eliminates process, you know, issues that stop your downline or break machines down without having to scramble and keep production going.' So I'm leading them towards their interest and want to learn more. But I'm just trying to find this key words. I think it's worth testing downtime and throughput because that's how they speak, on the factory floor. Their reports they printout every day, look at the numbers and probably they're being measured on very minute incremental decreases and improvements, like a little...

**DEREK:** Yes.

**ARI GALPER:** ....slight variation. It is they're literally looking at it every day.

**DEREK:** Yes, yes.

**ARI GALPER:** Is that right?

**DEREK:** Yeah, it's on the top of their mind every day. They're measured by every minute every second.

**ARI GALPER:** Exactly. So that's why down the chart, and up the chart is what they care about.

**DEREK:** That's correct.

**ARI GALPER:** So just look in that zone and I think you'll get close to get in a conversation.

**DEREK:** Okay. Just one second question. So how, you know, so typically, when you're getting funding in these projects, you got to go to the C level executive. So if you're talking to a CEO, CTO, would this change at all? And in how would I change this problem statement to open up the dialogue? Or would it be the same?

**ARI GALPER:** I think from their level downtime throughput, what would be their key words that they would talk the CEO executive team about in terms of production? Would they use profit versus production? Or, or revenue or output? What would they use?

**DEREK:** Well, they're looking at, you know, expenses, cash flow, anything dollars and cents. They're concerned about there. They're not concerned of the software how does this function... Tell me how you're going to make me money.

**ARI GALPER:** So they're worried about the impact to their profit statement.

**DEREK:** Truly.

**ARI GALPER:** So that's where you can go then. 'I'm just giving you a call to see if you would be open to different perspectives on ways that could prevent negative impact to your cash flow balance sheet, and your profit margins.' 'What do you mean by that?' 'What I mean, specifically, is mitigating the downtime and a production line that makes sure the throughput keeps humming through.' This is so different contexts, but leading towards the same point.

**DEREK:** That makes perfect sense.

**ARI GALPER:** All right.

**DEREK:** It's great.

**ARI GALPER:** Good to see again.

**DEREK:** You too, Ari. Thank you.

**ARI GALPER:** Take care. Bye, bye.

**DEREK:** Goodbye.

**ARI GALPER:** All right, welcome back to Stump the Guru. We are live right now without a net. And I love his conversations with people who come on and from around the world, ask whatever you like, in terms of your own situation, whether you're chasing

someone right now, you have some deal pending, you can't convert anything around your sales world that you cannot get your arms around.

You like it in perspective, this is your time to do it. You want to jump on live, go to [stumptheguru.com](http://stumptheguru.com). If you want to have a private conversation, just go to [unlockthegame.com/freeconsultation](http://unlockthegame.com/freeconsultation) to free consults. Okay, Steve, who do we have next?

**STEVE:** All righty, up next. And I think my microphone should sound good. Now a little birdie told me there was something wrong there. But it's all better. I'm going to bring Fred on. Fred if you could tell everybody a little bit about yourself and what your question is for Ari. That would be awesome.

**FRED:** Well, I'm a registered investment advisor, my focus is really managing risk for individuals pre and post retirees and corporate business retirement clients. I think my biggest issue; I have two issues. The first is a lot of the CEO is that we try to get hold of ... and in the phone directory. So we have to use a Zoom info or, you know, other imitators, that information is not 100% accurate.

So we're challenged all the time in how we go about doing that. We use a couple of different libraries of pre-built emails, and we do some old fashioned stuff, you know, sending letters and Priority Mail, FedEx, that sort of thing. But it's still an enormous challenge. And the other issue that's related to that, is trying to get through the even when you can get to a receptionist or, which is the exception, not the rule.

You're locked into that damn phone check. It's getting through that not in an adversarial way. We've tried a number of Joey Anderson's approaches. Some of them actually do work, some of them don't. So I think that's the first issue that, you know, ...

**ARI GALPER:** So on that issue...

**FRED:** Yeah.

**ARI GALPER:** The way I see it is you're taking the path of most resistance by trying to fish out that key contact from within the company. What I mean by that is what I'd rather do is fish to them out away from the company. What I mean by that is if you can identify, let's just say you're going after CEOs or executives. If you can slice them by industry, for instance, high tech CEOs, engineers, CO of engineering firms, just by industry, and you can market to them through the association they belong to away from the company.

But most executives belong to professional associations, they're members of groups. There's no resistance there. You can advertise your free gift offer in the associations in which your ideal clients are already swimming in that pond. The association are spent the money to go to the wide ocean, pull them together, all you need is a fishing pole and a bait to pick them out.

That erases all your energy and all your effort around trying to get to them through the company voicemail, gatekeepers and cold lists. And that's called becoming a trusted authority in that niche. Does that make sense?

**FRED:** Yeah, we are using your 5500s. That's a file on the plan through two very sophisticated software programs, but I can't get. We use one of them to give them some idea of what we're talking about, and give them enough educational information prior to that call. So...

**ARI GALPER:** So what I would do is I don't educate them on the solutions, but I would do if I were you is I create something that they consume that describes their problems. Not the solution.

**FRED:** That's what we're doing. We're not giving them. We're hammering away at the issues that they have, including your own personal fiduciary liability and a wild crazy SEC chair who is all over the map, very dangerous guy.

**ARI GALPER:** Have you considered writing a little book about this, about their problems?

**FRED:** No, I haven't. But that's an interesting thought. You mean another eBook?

**ARI GALPER:** No, no. So first of all, if I were you, I would never do digital downloads ever again. Only do a physical mini book, you know, that's 100 pages. It's not designed for Amazon. It's not for sale. It's a free gift, you offer to CEOs through CEO Association, as a free physical book, in the mail on their problem. And you use the FedEx to mail at the next morning.

So it arrives in the movement from there to Zoom consultation, that you can do what I call the one call sale, which I teach advisors as well. So I think we had to really look at redesigning your model here to make it more efficient for you and move away from all that resistance. Hopefully that's helpful for you.

**FRED:** Well, it's a very interesting thought. I have to admit, I hadn't thought about that before. The second I think that can bounce... off you. We've been working off and on with Anthony Annarino over the years. And we've used his approach, the free executive briefing, and we find that unless you can establish why they should give



you the time to take that briefing they're not going to accept the briefing no matter how attractive it might be.

So I haven't signed up for another series with Anthony. I'm questioning whether or not I should. I'm trying to figure out how do I get to that? That somebody will say okay, yeah, my jockey shorts are so tight, and I'm in pain now. And I got to do something to relieve that pain.

**ARI GALPER:** No, I don't know much about I don't know the name or what he does. But I think your goal...

**FRED:** He's written five. Oh, he's written five books I mean. You could look them up yourself.

**ARI GALPER:** Okay, I never heard of him. But the point is, your goal is not to be in front of someone on a first meeting, you want them to come to you. You as should be a doctor patient model, where the patient schedules a meeting with the doctor. And you're the doctor, not a salesman trying to get in front of them for a sales pitch. It's a shifting of thinking where you have to build a positioning where you're the authority, and they're the patient who needs us, to see the doctor.

Now how you do that is you develop this whole what I call a trust-asset, like that many concept, the book concept that describes their problems, and they order your book, and they say themselves, 'Man, this guy just understands my problem. He gets me, I resonate with him. And look, there's a complimentary consultation with him as well, that comes along with the book.'

I think they'll take that. You have to engineer that experience. So they're coming to you. You're not trying to get in front of them first. They have to raise their hand first, acknowledge the problem, then they have to come to you. We got to reverse your process. So it's inbound not outbound.

**FRED:** Okay.

**ARI GALPER:** So anyways, if you'd like, reach out to me privately, and we can have a chat more about this.

**FRED:** Fine. What's the way to get to?

**ARI GALPER:** Just got to [unlockthegame.com](http://unlockthegame.com), the website slash free consult. [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult).

**FRED:** Okay.

**ARI GALPER:** We'll talk more about it.

**FRED:** All right. Thank you.

**ARI GALPER:** Thank you for coming. Take care.

**FRED:** Sure.

**ARI GALPER:** All right. We're back to the Stump the Guru Show. We are live right now. And we can hear all kinds of interesting questions today in different directions. But we're trying to shift some mindsets today challenge current industry thinking and thinking differently and innovative from the traditional models. So, Steve, who do we have next today?

**STEVE:** Alrighty, next, we're going to have Barry Friedman and you can't see it now because his cameras pulled in tight, but he's got a badass looking jambay in the background that I saw in the preview. So why I saw that Barry I don't I'd let that thing go unnoticed.

**BARRY:** Yeah man. And you didn't even see these I'm going to be you're only juggler today, Ari.

**ARI GALPER:** That's great.

**STEVE:** ... by any chance because I'm looking for a new best friend.

**BARRY:** Hey man, a longtime fan, and read everything you've written and really appreciate the show. I've run an online program for 11 years called ShowBiz Blueprint. And it's about entertainers mastering the business side of show business, and really been fun. As big in the industry had a good name coming in. And I've been able to really help a lot of people, I built a mastermind for alumni.

And I did a three-day event called Beyond the Blueprint and had 46% of my alumni buy a three day ticket, which was really good. We taught a ton and move people really forward pass some blocks, I made an offer to a mastermind on day two. And again, in the morning of day three and 33% of the attendees joined, I know these people super well, you know, and I believe this mastermind is the right place for them to be to kind of move on with their business and get past the blocks.

And I built a list of the ones that I really feel can benefit the most. And now I'm going to I did a video I invited people after the event to come in. But I feel like I've done as much as I can automate it. And it's time to do everything that I've learned from you. So I want the right people to be a part of it. So what I want to do is reach

out to people and have a conversation with them. But you know, I don't have time to I don't really... to be honest, I don't have time, I don't want to get on the phone with 100 people, 150 people, it's not my thing.

So one thing I want to do is just do a loom video of their website in the background and talk to him for a minute and just say, 'I don't know if this is right for you. But I know the coaching team, I know the accountability.' We've had two months of running the mastermind now so I have some track record to look at and invite them so I guess, yeah.

**ARI GALPER:** What are the core problems that they have that you want to help them solve in the mastermind?

**BARRY:** Oh, gosh, being stuck in work and fairs, festivals instead of corporate events or TV, you know, we're moving up, lethargic, not feeling big enough having self-confidence issues, great on stage and terrible on the business.

**ARI GALPER:** Sure. Alright, sounds like you're pretty clear on what the core issues are. That's for sure.

**BARRY:** Yeah.

**ARI GALPER:** Obviously, you've been in business for long enough. And you were there yourself probably.

**BARRY:** ... I used to kick core dogs off stage. And now I had six TED Talks and a couple 100 TV shows it's a...

**ARI GALPER:** Of course, so you resonate with your audience quite well. So I think what I want to do is first of all, I know this sounds a bit contrarian. But I'd stop doing digital with this process. Stop videoing and emailing and hoping that somehow they'll just behaviorally changed off your video. If I were you because this is going to be a low volume, high price point model right for you.

**BARRY:** It's not super high prices. 297 a month but it's...

**ARI GALPER:** How many do you want in that group?

**BARRY:** We have about 40 now and I'd like to get it up to 80 to 100. That's I think what we can serve...

**ARI GALPER:** ... Here's what I would do. I would actually double the fee. Reduce the volume. Easier to manage that way.

**BARRY:** Yeah.

**ARI GALPER:** And high luck instead of getting less people have a higher price point. I would mail them a letter. I would write a physical letter in the mail.

**BARRY:** Wow.

**ARI GALPER:** Mail to them. I know it's heavy. I know.

**BARRY:** I know. No.

**ARI GALPER:** You can take a deep breath but...

**BARRY:** ... stumptheguru.com expecting the same... So this is good.

**ARI GALPER:** The reason I'm saying this is because people are so numb and inundated, to electronic communication to try to win this battle in their inbox is almost impossible.

**BARRY:** Yeah.

**ARI GALPER:** Yet the mailbox is empty. So here's where I like the idea of this of increasing your fee, double the fee, and selecting half people in that list that you think have the highest quality, highest oriented towards this and just target them only because they would appreciate something from you they can hold on to and read physically. And hear the whole story. And here's why I like it because you get 100% deliverability.

**BARRY:** Yeah.

**ARI GALPER:** They all will arrive. And they probably all going to read it because it came from you.

**BARRY:** Yeah.

**ARI GALPER:** Then once you send the letter out, then I don't have a problem with you given the book. You might enjoy this call and just call them and say, 'Hey, I sent you a letter did you get them by any chance?' 'I did. I read it.' 'Let's have a chat about it.' Like it'd be an enjoyable conversation to have, because I liked the idea of you arriving without arriving yet.

**BARRY:** I like that. Yeah, I like the sound of it. Do you have any thoughts on what to do? I hope this helps other folks who are watching the show. But what do you do with members who are already in there paying one price? Just leave that the same?

**ARI GALPER:** Oh, no, you leave them alone.

**BARRY:** Yeah, leave them alone. And then the new people that I write this letter to that's at the twice price.

**ARI GALPER:** They're grandfathered with the original fee. And the new people get the higher one.

**BARRY:** Perfect.

**ARI GALPER:** It's not a democracy there. It's about when they come in. They come in early, they get less. They come in late, they get to pay more. It's just the way it works.

**BARRY:** I love it. I love it.

**ARI GALPER:** So I think that you're trying to move this group of people to a higher level, like a mastermind. And a mastermind has perception of the higher price point anyways. And in many cases it may not be the issue if they can afford or not. It is the issue of 'Is it a priority or not?' And a letter will make it a priority for them.

**BARRY:** That's amazing. I think it's a nightmare for them not to do and be stuck in the same place a year later. I mean, that's really where I come from with everyone who's in there.

**ARI GALPER:** You know, I do a 12-page newsletter in the mail once a month, my private clients, a physical with stamps on it. And they're like, everyone's like, 'I got your letter. That's great. I'm reading it.' But no one did that with me. When I said videos out, or emails out, no one said to me, thank you so much for this video or an email link.

**BARRY:** No.

**ARI GALPER:** Like, I don't get that response ever. And I think we got to move to where nobody's at right now, which is the old school mailbox.

**BARRY:** Wow. And I thought, man, all right, I'll report back, man. That's new.

**ARI GALPER:** Yeah, think about that. Come back next month and let me know.

**BARRY:** I'll think about a well and I'm sending the first few out.

**ARI GALPER:** There. There you go.

**BARRY:** Thanks so much.

**ARI GALPER:** Bye, bye.

**BARRY:** Nice to meet you.

**ARI GALPER:** All right, so we're back with Stump the Guru and as you can see all different perspectives from financial advisors to a Guru in the entertainment industry, helping entertainers become business people to software sales. It doesn't matter because you know, ultimately, this is about trust building. But I can tell you this much. The goal is to narrow down your efforts and energy.

So they resonate with you and they feel you're the one for them what I call a category of one. That's what we teach to how to have languaging around that a mindset and packaging, so you become the trust authority for them, your ideal audience. Do we have one more back there, Steve?

**STEVE:** In the..., we've got one more. I'm going to bring Joe on. Hey, Joe, how are you? If you can let everybody know the routine a little bit about you, your question, your business ... ?

**JOE:** Hey, Ari. It's been a long time.

**ARI GALPER:** Yes, how are you?

**JOE:** So I'm Jonah Casia. I'm a business coach. I've been helping entrepreneurs reinvent themselves since 1999, been trained by Jay Abraham and learn some of your material as well. I think I'm a pretty badass business coach doing mostly one on one now but what I really want to do is get this group thing off the ground and Business Breakthrough brainstorm. I do a Saturday morning group call every Saturday 9am California time.

And I think my target market somebody's their business owner is frustrated because their business isn't growing fast enough. Now a lot of the people I work with are early startups. I have another program called employee escape plan to help people escape their soul sucking job. So if I'm going to help you leave the job you hate. Let's help you build the business you love. And it's really about like, let's start with a blank canvas and create your dream business.

So they're all in different businesses and industries. So every week we meet but so they're in a lot of different areas, and I would say my biggest challenge is so many people really need the expertise and the help. I've got the chops. Okay, but I think that somehow I'm coming across as a nice to have versus they got to have. And that's....

**ARI GALPER:** What do you... what's... is it a marketing issue like trying to get them to sign up for something? What's the gap do you think?... What are you trying to achieve with them?

**JOE:** What I'm trying to achieve with them is I'm looking for people that want to roll up their sleeves every week and work on their business.

**ARI GALPER:** Got it.

**JOE:** You know, I take people from zero to 5k a month, and then five to 10. I help them...

**ARI GALPER:** You know, I get what you do. But do you have leads coming in now you tried to convert to... to a call with you, what's the tactical issue you want to get moving?

**JOE:** The tactical thing I think it really has to do around this idea of trust and building trust quick and desirability quick.

**ARI GALPER:** I will tell you, one thing I'm catching right now is that as you're describing your program to me, you're kind of talking about the future of where you can take them. Right, next three to five years, build a business escape this, you're talking about the future which means you're selling the future. You're saying, 'Hey, you can do this, you can do this.'

I would suggest be careful with that. Because in this day and age, people can't think past tomorrow anymore. They can't think past the next SMS, the next email, their kids from school, people are so frazzled right now in their mind. It's trying to sell the future is like, yeah, right.

**JOE:** Right.

**ARI GALPER:** This guy is blowing smoke in my ear. So I'm not saying you don't have the stuff, I'm just telling you the messaging itself may not be what's resonating with them. If I were you, I'd convert your message from solution centric, to problem centric. And keep it only around their current problems are experiencing now. Don't sell the future anymore. So all your pre marketing stuff should be all about how you enjoy your life and corporate world these days. Is it fun? Do you have a nice boss? You know, jokingly you know.

**JOE:** Let me let me,...

**ARI GALPER:** So there's two crowds. And so I have a program called Business wisdom quest, it is about choosing your business.

**ARI GALPER:** Okay.

**JOE:** So I am running ads for that, you know that quit your job manual, then the first step is now you got to choose your business wisely. So I have a \$500 program for that.

**ARI GALPER:** Sure.

**JOE:** It's other program is group coaching. It's for somebody that's already in business.

**ARI GALPER:** Got it.

**JOE:** Okay.

**ARI GALPER:** It was frustrating because their business isn't growing fast enough. Maybe their branding is off a little bit or their offers off or their lead generations off. I mean, I do help people build a holistic business. And there's lots of places where the business can struggle.

**ARI GALPER:** Sure. So what you need there is an umbrella concept to capture everyone's got those problems. And I think in your case, the word might be plateau. 'Is your business plateauing? Have you reached the six figure plateau? How to break through the seven figure plateau?' I think you got to find a concept that covers all their problems, that essentially is simple for them to absorb.

So 'Are you plateauing your business? Is your business plateauing?' Something around a bigger idea that simple that they may go 'Yeah, I'm stuck in my business.' 'Well then come have a chat with us on how to fix it.'

**JOE:** Yeah, if you keep doing what you're doing, you're going to plus or minus get about what you've been getting. And so if you're stuck at one level, you know, every level has a new devil. So like, you know, for some reason you're plateauing, for some reason you're stuck, for some reason that no matter even if you put twice the hours and you're not getting the breakthrough you need.

**ARI GALPER:** I think you have a good handle on the messaging so what's... are you not getting enough leads coming through your ads or what's the actual challenge you got then? What's the problem you...? It sounds like you've got the market. What's not working for you?

**JOE:** I think I'm attracting too many broke people.



**ARI GALPER:** That's it. All right. Okay. Now we know the problem. Okay, now I get it. Okay. I was trying to figure out where to go with this. Now, I think I understand what you're trying to say. What you're doing is you're going to wide ocean, you got a big net and you're pulling up all the fish, a couple of whales, a whole bunch of salmon and a whole bunch of minnows all in one bucket. Right?

**JOE:** Yeah.

**ARI GALPER:** What you got to do is have bait only for the whales. If you want whales or the salmon. It depends what market you want to go after. Now if you want just the whales I would have a theme around how to cross a seven figure plateau. Those people are making 500k or more or in the higher range. How to cross 100k plateau you just set the mark, the number in that platform based upon the plateau number seven figures, eight figures, five figures, six figures, and then that...

**JOE:** Even the 10k number, I think.

**ARI GALPER:** Exactly. You're missing the filter system and the front end to push away those that don't fit the message. That's why I think you might be frustrated all that time wasters and tire kickers are just aren't going to pay you any money.

**JOE:** Yes, I like that.

**ARI GALPER:** So it might be if you're your business generating a minimum of \$500k per year and you want to cross the seven-figure plateau, let's have a chat. That segments out that exact number of having a K to a million dollars; people own that range. And those could be the whales for you.

**JOE:** I like that. Very good.

**ARI GALPER:** So I think this is about segmenting, segmenting out the exact segment that you want, and just call them out only and the rest just drop off.

**JOE:** Yeah. Which everybody says you got a niche, but I think segment is exactly the right direction.

**ARI GALPER:** Yeah, it's not niching, it's segment, because you're still in a broad market. But you're segmenting out the swath that you want not niching down to industry.

**JOE:** Beautiful.

**ARI GALPER:** Beautiful.

**JOE:** Appreciate it. I appreciate it. I bring you up frequently in you know, I've studied a lot of different selling systems. And I think you know, you're on to some things that are very innovative, and they just kind of crack the previous models. So I really appreciate you.

**ARI GALPER:** Thank you so much. Come back again.

**JOE:** All right. Take care.

**ARI GALPER:** All right, take care. All right. That brings us to the end of the show today with the Stump the Guru Show, my name is Ari Galper. We are live here every month. This is now going to be on the podcast again for this month. And don't be afraid to reach out. Go to [unlockthegame.com](http://unlockthegame.com). Grab a copy of my latest book, *Unlock the Sales Game*. Reach out for a consultation.

Again, we walk the talk. There's no selling or pitching. It is just about your problem, if you want some help and some insights. Don't be afraid to reach out. That's it for now. We'll say goodbye and we'll see you all next month. Take care. Bye bye.

We hope you've enjoyed this month's segment of Stump the Guru and that you've discovered some new trust-based selling strategies that you can apply directly to your sales process. You can get access to Ari's trust-based selling 60-minute masterclass at [www.unlockthegame.com/video](http://www.unlockthegame.com/video). And if you want to go one step further, you can order his latest book *Unlock the Sales Game*, and get a free one-on-one sales growth consultation at [www.unlockthegame.com](http://www.unlockthegame.com). Before we say goodbye for now, if you enjoy this podcast, please take a moment to review this podcast. It's easy. Just scroll down to the bottom of Stump the Guru podcast within Apple podcast until you reach ratings and reviews. Click one of the five stars under tap to rate to leave a rating. Thanks so much and we'll see you on the next show.