

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. Welcome to the Stump the Guru Show. I hope you're all doing well. We are back again for some fun, action, some coaching, live without a net. This is our monthly show, where we have thousands of listeners listening to our podcasts from this recording every month through Spotify or other podcasts locations. Lots of great feedback.

My name is Ari Galper. I specialize in trust-based selling, making this only one thing for last 20 years, specializing in the One Call Sale, how to build trust with people quickly, how to avoid chasing folks, getting stuck in the black hole of chasing opportunities and not getting calls back, all those ugly things from the 80s we're still stuck using after all these years.

So, this is a chance to jump on live. If you're not here yet, just go to www.stumptheguru.com. And that will bring you into the show. If we have time, we can pull you in for a question. And I do see a lot of people sitting waiting to jump in today more than we ever had before actually, which is great. The word is getting out. But I wanted to encourage you to jump in if you can, if not, come back next month again. And you can ask me a live question.

This is your chance to bring me your toughest scenario, your most complex situation where you're stuck with an opportunity, you know, could be great for you, but just will not come on board. And I'll give you some insights the best I can. And your job is to give me something challenging, and I'll give you some homework to take away or some ideas implement right away, and off you go.

So the theme of today's show is how not to get ghosted from people. And I'm sure you know what that means: great conversation with somebody, great chemistry potential fit; they want to think about it, and you chase them and now they're gone. So there's a pragmatic way of solving that problem. It's a system change. And it's what I call shifting your model to a by-appointment-only model on the calendar.

So if you have a great chat with someone, say on the phone or on Zoom for first meeting chemistry; they've got a problem you can solve. They liked you all was going well. Rather than saying, 'Hey, great. We'll talk couple weeks from now', what you want to do is you want to gently move them to a next calendar appointments. They got to be on the calendar, if they're out the calendar, you're in trouble. If they're on their calendar, is looking good.

And here's languaging to use to move them from the end of the call to a next step on the calendar. Here's what you say, 'If you'd be open to it, it might be helpful for us to schedule a time on our calendars now to meet up again. Let's say the next couple of weeks. That way, we can avoid going back and forth. And I can answer any questions you might have, as you put more thought into this. And we can go from there. How does that sound to you?'

Now, in most cases, if they are a fit, and they really want your help, they're going to say, 'Make sense. Sounds good. Why not?' If they don't want to meet with you, well, that's a separate problem that tells you something went wrong inside the conversation, where they didn't trust you enough to go to a meeting for the next step. And that's the question I'll leave you with is, 'How can you build more trust in your first meeting with people so they do stay with you on your calendar.'

And on that note, we will jump over to Steve, who I know is in the back room there with all the folks waiting to jump on live. We have a clock running right now. So we got to move through these questions as soon as we can. So, Steve, who do we have first?

STEVE: All righty. Welcome, everybody. It's my summer jacket. So we're going to rock it today nice and bright. I'm going to bring on Nick Hedges for us. So, Nick, if you can let everybody know a little bit about you and who you are, and your question for Ari, please.

NICK: Great. Thanks, Steve. And thanks for having me on the show, Ari. I'm Nick Hedges. I'm the director of an HR consulting business here in Sydney and my question is actually completely related to what you were just asking, actually, Ari. So I'm finding that when I'm in my initial meeting with a potential client, and often it's a really warm lead or I might have been referred to that person, and I'm just starting to unpack their problem.

But as I'm unpacking their problem I'm providing A lot of information to them. And, you know, telling them, you know, thinking about this, or you know, this is we've got to be careful with this, or these types of issues that might that might come up.

And so I'm actually providing information to them to give them some value in my initial meetings.

And what I'm finding is that we'll get to the end of that meeting and it hasn't really helped, because what they said is, 'Let me think about it.', or, you know, 'I've got to take this back.', or whatever. So, you know, essentially, they still want to think about it. So I guess the question, which is similar to what you just raised is, what would you what would you suggest from there?

ARI GALPER: Sure. So what you're going through right there, subconsciously, is when they're describing their problem to you your instinct, and you have what I call the curse of mastery, meaning, you know, your stuff so well, that when you hear the problem, your instinct says to you I can solve that.

And so habits automatically know what happens is, you begin to share information with them, to suit their problem to show them that you're qualified to solve it. We've been trained for years to prove ourselves to people as to give them quote, value, to allow them to agree to work with you. And now what I discovered recently was this came right to my conclusion is that value in itself has been commoditized.

What I mean by that is people can find information and solutions, anywhere they want now online for other experts. So attempting to educate them on how to solve their problem in that first meeting in itself meeting in itself does not contain any trust building.

So what you want to do is don't attempt to solve their problem, it requires you to be very patient to diagnose their issues, to unpack it, to peel the onion back, go back four or five layers to really help them understand the impact of the problem, how urgent is it, and do they want to solve it. Because the only first goal of that meeting is to have them own their own issue, and ultimately say to you, 'Nick, how can you help us? We were serious about this. How do we get this thing going?'

That's not asking for a solution it's asking you for how do we get started to solve the problem. It's a very slight distinction there. And what they want is to feel comfortable getting started, not how you solve their problem so quickly. And that's the switch right there. Once you get that in your mind, and they see that roadmap in front of them how to work with you, then they get on board and their client from then without giving any quote value for free upfront.

NICK: So what you're saying is continue to ask those questions to delve deeper into the issue, rather than go into any solution mode. 'So, to tell me more about that. Tell

me more about that. How long has it been going on? What's the impact blah, blah, blah?

ARI GALPER: If you start to provide them solution oriented information, before you go below the iceberg, and unravel all the depth behind their real issues, that you've cut off the ability to build trust with them, because they're judging you based on how you're handling them.

If you're talking because here's the thing, providing information to someone in your first meeting can be perceived as persuasion. Because you may have a hidden agenda behind your information to get the sale. So that's why if you remove that piece of the puzzle, things will look better. So thank you so much for Nick, for coming on board today.

NICK: Thanks, Ari.

ARI GALPER: All right. Take care. All right, we are back to the Stump the Guru show. We are getting questions from around the world and they can't believe it is in Sydney, Australia. And we have more folks in the greenroom here. And we will simulate a timeline. So Steve, who else do we have back there?

STEVE: Alrighty, coming up, we've got Peter Schultz. Hey, Peter, how are you today? If you can tell everybody a little bit about yourself and your question, for Ari please.

PETER: Thanks so much, Steve. Ari, good evening, good morning. Good to chat to you again, haven't seen you for a while.

ARI GALPER: Yes.

PETER: Ari, the question I really want to pose to you in our game, you know, I'm country partner for business for action coach business and executive coaching in South Africa. And obviously, when we're doing a lot of work with clients from a client perspective, and you're taking the clients who that sort of diagnostic meeting, etc. and unpacking the issues that I love the term that you always referred to as unpack the onion, you get them to a point and again, I've learned from the master, getting them to the point where you ask them. 'So Steve, John, where do you think we should go from here?'

And then they asked 'But what are the next steps et cetera?' I'm just fast-forwarding your turnaround. And in today's world, we doing a lot of those types of meetings where ideally you want them face to face. But oftentimes those meetings are now being held over Zoom in a virtual particular space. And when the question then gets posed is 'So where do we go to from here?' and you get

into that discussion. Well, the first thing we have to do is to complete the agreement and sign the agreement.

Now in the old days, I say the old guys days, but in the old days, you could actually literally put on an agreement in front of them and get them to enter in complete agreement there with you, and then move off, give them a welcome pack or whatever. In today's day, we do a lot of that online. And so in my case, I've seen prepared a lot of those agreements, to go out on a sort of Adobe e-sign type of format.

But very often, I find that most times people on an electronic paces space, like they are reluctant for all the reasons we probably are aware of to actually sign those agreements, and, you know, electronically in front of you, and they want to then go and get some time to reflect on it, etc. And I've always said, you know, you own the sales process, but they own the purchase decision.

And the moment I give them that opportunity to take two to three to four days, whatever the case may be to go and look at the agreement, sign it there after I've lost control and sales fest. How in the digital world, do we overcome that without pushing the sales... the next time we do it?

ARI GALPER: ... There are two things on this. First of all, the agreement or signing is it a simple one pager?

PETER: It's a two pager, it's a two pager agreement. Yeah.

ARI GALPER: Is it fairly, is it legalese, or is it plain English anybody can feel comfortable reading...?

PETER: It's my... it's plain English. It's not legalese.

ARI GALPER: And are you sending it to them via the e-sign basically afterward waiting for signature?

PETER: Yep.

ARI GALPER: All right. Here's what you do. When they say 'Where do you want to go from here?' And they say, 'How do we move forward with this?' And you describe the terms and how it works. 'This has sounds good.' Here's what you do. You say 'Why don't we take care of this now?' And you stay with them on zoom and you should have them share screen.

And you email to them while they're on Zoom. Have them open it with you on Zoom. Have them read it with them word for word. 'Do you have any questions on that? Does that make sense?' And you literally have them sign it with you on Zoom. You don't send it and let them turn off Zoom. You do it right there. And then that's have you tried that before?

PETER: Tried that but I've often found that people are reluctant to do that, because they're not necessarily that geared up to do the electronic signature on you know in... get your point about sending them an agreement in Zoom as a touchstone for them to open up in walking in through that...

I often find people are intimidated by that, then you want to move away from that, letting go and reflect afterwards. And to your point, we've then just lost control of the salespersons when they say, 'Look, I need four or five days or however many days to you're going to reflect on that.'

ARI GALPER: That, hold on, hold on. That tells me something else then to reflect on that tells me they are not sold or they don't trust you enough to make the decision right there and then.

PETER: Okay.

ARI GALPER: This is an issue of trust, not an issue of the agreement. If they are indecisive and they can't say to you, 'Peter, let's do this.', there's another issue going on. It's not the contract.

PETER: Interesting. Yeah.

ARI GALPER: Now, first of all, what are they signing for exactly? What's the details of the program briefly...?

PETER: It is a, you know, typically a 12-month-agreement to enter into business or an executive coaching agreement...

ARI GALPER: Okay, so your 12-month model, okay, that's fine.

PETER: Yeah.

ARI GALPER: So we won't touch that. But this goes back what I always say this has lost the beginning and not the end. Something is going wrong from the point of you unpacking their problem and then from that bridging to the agreement. There's a piece right in the middle of that. And I think what's missing, there is a roadmap piece.

A piece, I don't know if you have access to that that's my newest technology I've created. It's a visual tool that onboard them to your process where they agreed to move forward and they own the next step. That's inside my mindset club. It's the One Call Sale Course, I think you're missing a component of trust in your process. Because if they trust you, then they would sign right there and then.

PETER: Okay. Yeah, I think your roadmap sounds interesting. So..., I can look that up.

ARI GALPER: No worries. Take care. Good to see you again.

PETER: Thanks, Ari.

ARI GALPER: Bye. Bye.

PETER: Bye bye.

ARI GALPER: All right. So we are back with Stump the Guru Show. We have folks from Australia, South Africa, all over the world here to ask, bring along their toughest challenge because always I find there's always an issue that's beneath the surface that folks can't see. And usually the opportunities lost somewhere in the beginning of the process, not the end. So Steve, who else is back there?

STEVE: Alrighty coming up, Scott Bywater. How are you today? If you can let everybody know a little bit about yourself and Torin's talking about you. So I know you already from Torin... the first time I see your face. Torin loves you. And I'll put that out in the universe because he always knew we've joked around and calls over the years, where he's always called you, Australia's number one copywriter.

So I know as a New Yorker, the minute I hit the wind in Australia, I have to find you for my copywriting needs. So it was really cool. I figured I'd share that with you from my time with Arne, but let everybody know your question a little bit about what you're all about that I haven't already given up already for you.

SCOTT: Yeah, no. Awesome. Thanks, Steve. Yeah, so as Steve was saying, I'm, yeah, I'm a professional direct response copywriter. And one of the things that, you know, I mean, what you taught me years ago, Ari, at a conference was a One Call Sale, I've been implementing that ever since and it's saved me countless amounts of time, and actually improved the conversion rate as well.

What I'm finding recently, just over the last couple of weeks, because my closing is usually pretty good. But I'm getting some people I think, maybe because it's, I don't know if it's economic, or maybe I haven't qualified them properly, or whatever. But they're like, 'I love this. Yeah. But I've got a cash flow issue.'

And I'm sort of like, I'll say at the end, 'Where should we go from here?' Like, 'I love it. I've got a cash flow issue.' And then it's like, 'I'll book you a time for next month or next quarter, but I'm not getting that One Call Sales.' So I'm like, 'Oh, what am I... what's the gap am I missing is at the front of the sale or is it something I'm not grasping at the end of this...?'

ARI GALPER: It's possible what you're missing here is the ROI, or the loss related to the problem they have right now. What I mean by that is you have to essentially help them understand what the impact is to their business if they don't solve the problem we're coming to you with.

SCOTT: Yep.

ARI GALPER: See, most copywriters try and sell the future. They say, 'Oh, my God, if we can get this out of the market, you can grow your business 10x. You'll make so much money. It's fantastic.' And they're like, 'Well, I don't have any money now to do that.' See. So, I'm not sure you're doing this. But stay away from the future and focus on what's the 'If you don't solve this problem, John, how much will you lose every month in your business if you don't solve it?'

SCOTT: Yes.

ARI GALPER: People don't focus on the losses. They only focus on what they're making. You have to build the business case, based upon the losses that justifies your fee to solve the problem.

SCOTT: Yes, yep. And people do more to avoid a pain than get a gain.

ARI GALPER: Correct. So you're the doctor, they're the patient. You have an x ray machine. And you're showing them the totality of their problem, that they can't see themselves, give them clarity on the impact of their issues, and whether they want to solve it or not, before even talking about your solution, so really, it shouldn't be something like, you know, 'Tell me about your problem you're trying to solve.'

SCOTT: Yep.

ARI GALPER: 'How long has it been a problem for?' 'Wow.'

SCOTT: Yeah.

ARI GALPER: 'What have you tried so far to work on that to fix it yourself?' 'Okay, have you calculated how much opportunity or money you're losing every month by not solving this?'

SCOTT: Yeah, we tried. I do do that to a degree like that. But I probably don't dive into it as deeply as I should. So that's a really good distinction and exacerbate that pain point. Yeah.

ARI GALPER: It's not the exasperation. It's not, you're not adding salt in the wound. What you're doing is having them own the truth of their situation. And you're going to ask them this question, you're going to say, 'Is this a priority for you to address the resolve once and for all and plug up this hole to stop losing money? Is it a priority for you?'

The guy says 'No.', then say, 'Have a nice day.' And the guy says, 'Yeah, I want to but I don't have a lot of money right now.' I say 'No problem. Let's work out a way to work together... I'm open minded. You give me what you think it'd be best for your work something out. And that's how you work it out.'

SCOTT: Yeah, yeah. Yep. Absolutely.

ARI GALPER: Great, Scott. Great to see you again. I'm glad you came on the show today.

SCOTT: Yeah, thanks, Ari. Appreciate it.

ARI GALPER: All right, take care. We are back to the Stump the Guru Show. We are live. And this is your chance to jump on anywhere around the world. Bring me your most complex, toughest sales challenge, you know that you're stuck with and you're wondering, you know, you worked so hard with somebody and now they're dropping off, or it's not working out.

And this is a chance really, to pick up some data from your own backyard that maybe you couldn't get on your own with it from a different perspective. If you want to do a private consultation, not here, you can go to unlockthegame.com/freecounsel.

And that's for your chance to apply for that as well, or get my latest book, Unlock the Sales Game and unlockthegame.com you can grab it book, read about it, and if the philosophy makes sense to you reach back out. Don't be afraid to do that. So who else we have back there, Steve?

STEVE: Alrighty. Coming up, I'm going to bring on Eric. Eric, I apologize. I don't have your last name here on the screen. So let everybody know who you are. And your question for Ari, please.

ERIC: Hi, I'm Eric. I'm in the States. And I'm a financial advisor, independent financial advisor. And it's nice to hear all these guys that have been working on this system for years still have questions because I'm relatively new. And so this is possibly a rookie question, but it's in line with your theme of ghosting.

ARI GALPER: Yeah.

ERIC: So as you know, I'm working on integrating the system, the trusted authority system and using these techniques. Now this has worked well, opening some conversations with new people that I've met since you and I have talked together.

What about people that you sometimes reference, like people that went by already people that ghosted, already people that fell off the map because I did a pretty good job but the trust wasn't there, something happened in between the invoice maybe like the cases that you were talking about with the previous guys. Is there a way to circle back bring the trust element back to the previous conversation, or is it lost?

ARI GALPER: No. Great question, Eric. So there is a recovery strategy you can use that I developed, it's very effective, and it's authentic and based on trust. And obviously, the whole goal here is not to be perceived as chasing them because that breaks everything. So you want to re approach them in a way that feels good for them and feels good for you. And the way you do that, is you keep the conversation problem-centric.

And here's languaging you would use. 'Hi, John, it's Eric here. How are you? We spoke a few months, a couple months ago.' And here's what you say. 'I've been thinking about our conversation.' And all of a sudden, they feel this sort of warmth and sort of your thinking about me. 'I've been thinking about a conversation and my notes that I wrote down from it. And I recall that you mentioned your biggest concerns were XY and Z.'

Just like the doctor calling to say, 'How's the shoulder feeling? Does it still hurt? Now you're taking the medicine, but how's the shoulder doing?' Same thing with you, Eric, you want to call and go back the original problem that came to you for and you want to see if that problem is still there or not. So you say 'I've been thinking about our conversation. And I recall you mentioned you're very concerned about retirement, and closing that gap from when you leave your job to having enough money to live the rest of your life. Is that still a concern for you?'

Now if they say to you, 'Nope, we're all good. Took care of it got a plan. No problems. We're so happy. We got plenty of money.' And you say 'Have a nice

day.' They say to you. 'Yeah, that still is a worry for us.' Because in your business people don't always solve the problem so quickly. So 'Yeah, we're still concerned about that.'

You say 'No problem. Would you be open to us having a brief Zoom conversation to reconnect again, where I can possibly share some new insights with you,' not information, 'some insights with you about your situation. Would you be open to that?' And you bridge right from there to schedule appointment, get them back on Zoom, and you can go back in the... all over again. It's been a long time to talk to him anyways.

ERIC: Okay, now that seems like I get them on the telephone. Is that what you had in mind?

ARI GALPER: Zoom, ideally.

ERIC: Zoom but the first message that you were just saying.

ARI GALPER: Yeah. Yeah, sorry. Yeah, that assumes you get them live on the phone. And obviously, if you can't get them live, then you're forced to go to electronic communication. You got to get an email. So just summarize what I just gave you an email and cross your fingers. I hope they reply back.

ERIC: Cross the fingers. It's an important ingredient to sprinkle in.

ARI GALPER: But this goes back to the original question about keeping them on your calendar from the first meeting, the second meeting all the way on versus off the calendar to avoid this situation. But the recovery languaging is very, very effective. And just try that. Okay, Eric.

ERIC: Yeah, I appreciate it. Thanks, Ari.

ARI GALPER: All right. Good to see you again. Take care. All right, we're on a roll here. We have, gosh, we're almost out of time. So I think we might need to call the show here. I see Derek down there. Could you bring Derek in, Steve, as I know, there he's been waiting for a while.

STEVE: How cool. I'm going to bring in Derek right now. Derek, how are you? Thank you for being patient waiting to get that camera on. I do appreciate it. Let everybody know about you and your question, for Ari, please.

DEREK: Hey, Ari, good to see you again. Yes, so I'm an account manager for enterprise health and safety software. I got a bit of a different question that usually doesn't

come up about the mindset. And it's about being in a competitive situation. So typically, I'm up against competitors that will play hardball.

So for example, we have a situation right now where competitors trying to sow seeds of doubt into our prospects and clients. And what I mean by that is, you know, the prospect will come to us, and they'll say, 'I was just speaking to your competitor.' And he said, 'You know, oh, you're thinking about going with them, you might want to reconsider, because we got a list of clients that have actually switched from them. So I don't think it's a good idea.'

And so now, I don't want to turn it into a mudslinging event where we got a list and you know, we're defending ourselves. So I'm wondering how to frame the conversation to kind of build trust, because I know they're playing hardball, they're being unprofessional. But I'm I want to take the higher road in a situation like that.

ARI GALPER: Your answer is every business has folks who don't stay long term. Just like they would have the same as well, that's normal. It was always at the 8020 rule, Mr. Client 20% that people do move on over time. But the 80% of the people that we are the ideal fit that we solve a problem for stay a long time. 'But the real question here is we have to make sure that we're fit together and make sure your issues that you have fit exactly how we're going to help you. That's really the core I think we should consider at what are your thoughts on that, John?'

DEREK: Yeah, sure. It makes sense.

ARI GALPER: You're not defending yourself. You're explaining the truth from different perspective. Everyone loses people. It's just the way things go. So you don't have to defend yourself. Just agree with it from a larger perspective that it happens to every business, even their business. All right, Derek, good to see you again.

DEREK: You too. All right. Thanks.

ARI GALPER: Take care. All right, we're going to call it for the show for today. If you're on waiting, please come back next month, we'll get you on first, let the team know. And thank you all from around the world from the United States, from South Africa, from Australia. I live in Australia in Sydney here. And so we are here every month. And I hope you come back. And I hope you have a great month. If you have any questions at all, please go to unlockthegame.com/freeconsult to have a consultation with a privately with us or of course, order my books that are on the website unlockthegame.com.

And I will share this with you now that the world has changed. And trust right now is his lowest point ever has been. If you're still selling the old way with educating people for free doing free consulting, and trying to deliver value as opposed to trust building instead, you're going to be stuck and it's going to hurt, you'll lose great opportunities. So now it's time to shift your thinking before the world changes even more. On that note, we'll say goodbye for now signing off. Take care.

We hope you've enjoyed this month's segment of Stump the Guru, and that you've discovered some new trust-based selling strategies that you can apply directly to your sales process. You can get access to Ari's trust-based selling 60-minute masterclass at www.unlockthegame.com/video. And if you want to go one step further, you can order his latest book, *Unlock the Sales Game* and get a free one-on-one sales growth consultation at www.unlockthegame.com.

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