

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. My name is Ari Galper with trust based selling. We're now going on 21 years in this narrow space, we can't believe it. And welcome to the show, if you're calling in live from around the world. Glad to have you. The way this works is without a net people jump on live ask me the toughest sales challenge. And I provide them with a different perspective based on trust with some different ideas for how to solve the problem.

We have lots of folks who listen to the show every month. They go to a podcast as well, and have great feedback on that also. And this is your chance to get some coaching directly on your situation. You may have someone you're chasing right now, you may have opportunity that you can't convert, you may be in a situation where you're doing free consulting and hate doing that, realize that's not helping the process, you may be over delivering on too much value, which you should not be doing.

By the way value, unfortunately has now become commoditized news alert on that one. And, you know, how do you shift to a more of a doctor patient conversation where you're diagnosing you're not educating for free. So there's a lot of issues right now floating around the business space around selling, which still pulls from the 1980s, unfortunately, and so our job is to eliminate all that old conditioning, and upgrade your operating system to learn how to build trust with people very quickly to help onboard them and solve their problems.

So that's the story today and how this works. People jump in live and ask me a question. And we do have a theme every month. The theme this month is how to get to the truth with people, how to have them feel comfortable, creating what I call a moment of vulnerability with you where they tell you where they stand. Because as you probably know, when you meet somebody for the first time or your first call with them, they may describe you the situation. But that may only be the tip of the iceberg, 10% of the actual problem and 90% of it is still below the surface.

And your job is to help them feel comfortable opening up to you and telling you the whole story. And your job is to ask questions that don't qualify them, not fact-finding questions, but trust-building questions to help them feel comfortable opening up to you sharing the depths of their problem, the urgency of it, the willingness to solve it, the impact of it and if you can't go below that iceberg like that, you'll never get to the point where they're comfortable telling you the entire truth about their situation.

Think about it for a second. He just met you for the first time. They're showing up on Zoom for the first time. They're not just going to spill the beans and tell you everything about the situation in truth, because they don't trust you yet. So your job is to build enough trust with them in that first conversation where you can take them down a path where they feel comfortable. And you've proven to them that you're not going to sell them anything. But you're going to help them understand their own problem.

You're going to give them clarity on the depth of it, you're going to help them see a roadmap out of it. That's a whole different mindset shift from typical selling which is all about how to produce and show a solution, prove your value and educate them. Stop doing that. It's just commoditized. People hate it. So hopefully give you some quick insights on that theme of today. And once we can pick a theme, with our other callers in today's. So we'll bring in Steve to see who's first on our in the green room back there. Steve, who do we have back there?

STEVE: Alrighty. Today, happy summer, everybody. It's without recovering our happy holidays and seasons, which is fantastic. I've got Peter Toft coming up first. So Peter, if you can let everybody know who you are, a little bit about yourself, your business, and your question.

PETER: Yes. My name is Peter Toft. Hi, Ari. Nice to see you. I'm located in Europe, and I am in the financial sector. And I have a question for you, Ari. I don't know. Maybe it's too challenging for you. Let's see. It's related to your One Call Sales model going down the iceberg and very often I have been I might not have been in your Mindset Club on the Q&A, you always say, build a business case, amplify the losses, make the return on investment clear.

So it's a no brainer if it is a fit. And that's where maybe I'm a little bit stuck in one situation where the company where I am, internally, we have the competences, we have the knowledge, we have the resources to maybe bring a new service to the market, b2b, to small, very small investment funds, where there is maybe one to three people. The service is something as boring as antimony laundry.

Well, if you're not getting it right, or the font or get it right, it can have huge consequences, fines, confiscation of assets, maybe close down the business. And of course, when you set up a fund, these people, they have an investment idea, they're not passionate, about doing money laundry, spending the time on it. So that's where we may be see we could offer this service to others.

When I see the challenge is building the business case, amplify the losses, well, there's not really, maybe I do not see it clear enough, but there's not really any losses yet. That's something to avoid in in the future. So for me, it will become something like future selling. There's another any profit in it, because they will not gain anything, except maybe time freed up to do their strategy in the fund.

ARI GALPER: I think I... you guys where you're going with this, and I think I see you're saying I understand that it is no hard loss yeah, because they haven't experienced the pain or the problem yet. So you're trying to sell insurance basically. You're trying to say, 'Hey, if you get our services you don't prevent the problem. That's what you're doing, essentially... And so what you have to do is, you have to help them see clearly the risk gap that exists inside their business that they themselves cannot see.

PETER: Yeah.

ARI GALPER: Because nobody wants to discuss, spend time and admit that they have risks in their business, because they usually want to identify and count how much they're making, not the chance of losing anything. So your job as you take them down the iceberg, so to speak, ask them questions as to help them see and identify the gap and risks in their market that they may yet be exposed to that could financially that hurt their earnings, if they have one breach only one single breach could be how much of a loss. Right?

So what you have to do is come up with some questions that would help identify the gap, amplify the gap for them to see for the first time that they are operating in an environment that is high risk. And there could be money flowing through a system that they cannot identify, that could be considered, you know, not good money. So that has to be we have to work together to figure out the right questions for that.

But that's your mindset, your job is to think about how can I create a series of questions for them to understand and see for the first time, the risk that they can't see, by helping them understand the impact of one single breach that could affect their whole business. And that's where you begin to get an ROI because if something does happen, and they don't have your service protected, they could lose their whole business for all we know. Right?

PETER: Yeah, that's the worst case scenario. They can be closed down by the authorities.

ARI GALPER: That is a realistic scenario, isn't it?

PETER: Yes.

ARI GALPER: Okay. Well, you now have a business case, to help them understand this by helping them by unraveling the problem and asking them to what extent they're concerned about it. To eliminate that risk that they might get in trouble because of it. So that's the angle you need to think about. Does that make sense?

PETER: That makes sense. Yeah, absolutely. Because I always thought of losses. Well, that's money you lose now already is losing or profit. There was no profit, but it makes a lot of sense Ari to...from the...

ARI GALPER: This is about step one, risk. Step two, the impact of the risk.

PETER: Yeah. So take it in that sequence like that, that'll help you structure your questions, to bring them in that path to help them see for the first time and bring to the surface the importance of not ignoring this anymore.

PETER: Yeah.

ARI GALPER: All right Peter?

PETER: Great. Great. Thanks a lot, Ari.

ARI GALPER: All right. Take care.

PETER: Thank you. You too.

ARI GALPER: Okay, welcome back to Stump the Guru. We have such fascinating questions from all over the world that come into the show once a month, and Peter from New York asked a very intriguing question about ROI, selling the future, and risk. And hopefully, those of you in this business, and that business can take more about how you approach those problems.

So our approach for trust-based selling is always to approach the problem in a different way, from a problem perspective, not solutions perspective. And so when you have that framework, and you have a model around that you can solve almost any problem in a way, that's problem centric around the customer, not your solution. You shift like that, then they trust you because you're not trying to just sell something.

And that's the whole premise of our approach. If you want to have a one-on-one private consultation, and not on the show, just go to

unlockthegame.com/freeconsult on the screen there and fill the application out. We can chat privately. Okay, so let's see, Steve, who else do we have back there?

STEVE: Alrighty, up next, I'm going to bring on John Martin. And John, if you can let everybody know a little bit about you, who you are your business and your question for Ari.

JOHN: Hi, Ari. We've spoken times, I'm still dealing with the issue of getting people to open up and actually tell me what their concerns are.

ARI GALPER: Okay.

JOHN: I'm in the financial services business and very difficult for people to you know, tell me what the real problems or concerns are. They think what they're doing is fine. They're doing well, they, you know, they don't know what they don't know...

ARI GALPER: All right... well, let's go through a scenario. Let's say you meet somebody for the first time. Okay. And it's first meeting and they show up on Zoom, for instance, walk me through what you say from the start of the conversation. When they show up, you say hello, what do you say from there?

JOHN: Well, it's, it's, it's different every time it seems like...

ARI GALPER: Just give me an example of what you'd say, if they agreed to meet with you. They show up to your meeting with you. How do you begin the meeting?

JOHN: I tell them, I am in the financial services arena with a unique approach to financial and retirement planning.

ARI GALPER: Well, they already know your advisor before they meet with you, right, because they saw your LinkedIn profile. They know who you are.

JOHN: Yeah.

ARI GALPER: So hold on a minute. So don't talk about yourself at all to start the meeting, because they know what you do already. You're in a commoditized business, a financial advisor, they understand what that means, like a doctor. They know what doctors do. Financial Advisor, they know what you do. Even though you have a different twist to what you do starting the meeting talking about you will prevent them from telling you the problem. So first rule is don't talk about yourself at all.

JOHN: Okay.

ARI GALPER: Second rule is when they show up on Zoom, or a meeting, you say 'Hello, nice to meet you.' 'Nice to meet you as well.' And here's how you begin. You put the ball

in their court right from the beginning. And you say this, you say ask permission. 'If it's okay with you, can we take a step back for a moment? And can you walk me a bit through your background kind of your situation your story up to your current financial concerns? And we'll go from there. Would that be okay with you, Julie?'

You're the doctor. They're the patient. When you go see a doctor, the first thing they say is 'Where does it hurt?' They don't say 'I'm a doctor who specializes in this. And I went to school here and I've got five... They don't talk about themselves. They go right to the problem and you need a way to get them comfortable opening up to you to tell you their problem, right? And that's how you do it.

Use that opening phrase from now on and I'll say it again, 'If it's okay with you. So we take a step back for a moment and can you walk them through your background, your story and your situation up to your current financial concerns, and we'll go from there. Would that be okay with you?'

JOHN: Are you sending out the recording of this too?

ARI GALPER: Oh yeah, of course. Absolutely. Oh, that'll be on LinkedIn right after this. So this this is exactly how you start the conversation, to allow them to have permission from you, to open up to you to start describing their problems to you, as you have to listen carefully. By the way, don't ask any fact finding questions in between them.

Let them unravel to you everything, be very patient, you have to listen and allow them to share everything with you, then you listen for your, listen for their most important concern, they tell you, then you can say 'So you mentioned XYZ, as your biggest concern, right?' They go 'Yeah.' Then you say this, you say 'Can you tell me a little bit more about that?'

JOHN: More about that. What if they still say I really, I really don't have any major concerns. I feel like I'm doing good doing.' what it's supposed to be doing following the herd mentality. They don't like to think they don't know the risk and the gaps in what they're doing.

ARI GALPER: If you ask him that question that I just gave to you and they say to you, 'John, I have no financial concerns at all. I'm 100% happy, comfortable and safe with my money.' If they tell you at the end the meeting...

JOHN: Yeah. Okay.

ARI GALPER: You're only looking for people who have problems. Okay. John, good to see you again.

JOHN: Thank you.

ARI GALPER: Take care. Okay, welcome back to the Stump the Guru Show. And I'm really happy to hear these challenges that are not uncommon. How do you build trust with people? How do you have them feel comfortable opening up to you, and telling you their challenges? And all comes from languaging that I'm teaching here called trust-based languaging.

It comes from a change of mindset from a doctor patient metaphor, where you're the doctor they're the patient. You don't have to talk about yourself anymore. You're going to stop trying to sell your services, stop trying to prove how unique. They don't care about you. What they care about is solving their problem, but they're judging you, based on how you approach them. If you're approaching them in a way that no one else does, you've lost trust as over as how fast it's over.

So I know it's very contrarian. It's probably the opposite you may be used to if you're new to our world, but the world has changed. If you're selling and still selling the old way, you're going to lose a lot of opportunity. All right, we'll go back to the show here. Let's see who's up next.

STEVE: All righty. Up next, I'm going to bring on Norris Brodsky. Hey, nice. I told you I was going to wear blue today. And I didn't match Ari, as we wondered if that would happen. So our streak continues... live. If you let everybody know a little bit about you, who you are and your business and your question for Ari, my man?

NORRIS: I first want to compliment both of you. You look like Bobbsey Twins, except for the color of your...

STEVE: ... because I might have a little bit more hair just a little bit. But Ari's hairline is absolutely gorgeous. Let's put that out into the universe. All right. I'm going to leave you, Norris. Ask your question, please.

NORRIS: Yes, Norris Brodsky, Baltimore, Maryland. I'm up over. And I have been a financial advisor for 26 years. And I just want to say with respect to John Martin's question, that, John, what Ari said works most of the time, if you do it right. And the only other thing that I thought you were going to say Ari when he said I'm all good. Was the wave the one question. You know what I'm talking about.

Say to the prospect, 'Okay, well, if you could wave a wand and have one of your, any of your financial concerns eliminated, what would it be?'

ARI GALPER: Excellent job. Please note that but that's very good. That's advanced level black belts stuff and thank you for contributing. They're absolutely, there is a way to extend that for sure.

NORRIS: And that segues into my question. And we've talked about this privately a little bit. I have a prospect who I went down the iceberg. I admit, this was one of the first ones I probably didn't do it as well as I'm doing it now. This prospect basically said what John was saying, you know, 'I've got a guy now and I think I'm all set.' quote all set, which is a love that.

So, turns out we talked about that we both like to play golf. And I did forget to ask him. That was before you told me about the wave the one question. So I'm playing golf with him. This was a couple of months ago, but he's coming to my club. He's playing golf with me on Friday. He is a referral from a client that I just got as a result of this particular client I got because I interviewed him for my book. And he's a very close associate of this fella that I just got as a client.

Now, I got to be very careful. I don't want to look salesy, invite him to the golf, and then look, sale and act salesy. The question is, when do I ask him the one question?

ARI GALPER: Okay, so...

NORRIS: Is there anything else you would recommend?

ARI GALPER: No, no, there will be a moment that will come up somewhere in your conversation with him, whether it's on the golf course, or drinks afterwards, or whatever, where he will ask you about what you do, or it will naturally come up because there's business, there's leisure, there's not many other things besides that. When that comes up to you with him, what I would do is start at the top of the iceberg with 'Tell me a little bit about your situation.'

NORRIS: Now, we've already done this.

ARI GALPER: No, I know, I know. But I want you to suggest do it again, one more time, because he's forgot about you for your first meeting. So we always think like, they're thinking about the last second, we just spoke with them. They're not that like the days erase when the day is over. People can't think past tomorrow anymore. So trust me on this one. Start again, with the iceberg.

When you're having a drink there, say 'Hey, look, we haven't a chance to talk much. Maybe take a step back, get kind of give me the here it is. Give me the big picture of your situation, and where you're at financially in your in your

investments. And let me see if there's some way I can help you.' That's how you begin to open up that door, where he's going, hmm, 'Okay, maybe he got something that I don't see.' And he'll start to share with you. 'Well, I got this. So they got that.'

Then you say, 'Oh, interesting.' And then you look for the gaps... And here's the language for this to make it nice and easy for you. 'Have you considered? Have you looked at? Are you aware of...?' Those three phrases, there is how you slowly help him see the gaps his guy did not show him before because your goal in that meeting with him is to show him something he doesn't know not a new solution but a new GAP his other guy never pointed out until we met with you.

NORRIS: 'Well, I can tell you where I want to focus that on is Have you considered how to legally pay less taxes than you're paying now?'

ARI GALPER: Well, I flipped that to 'Have you considered that there are ways to stop you from overpaying?' That's the key word, overpaying on your taxes. Not the whole legal thing that gets a little complicated, but overpaying on your taxes. Oh God, what do you mean?

NORRIS: I love it.

ARI GALPER: You will say...

NORRIS: Well, would you be open to sitting? Well would you be open to sitting down?

ARI GALPER: Yeah.

NORRIS: And allow me to show you some of those strategies. So...

ARI GALPER: Yes.

NORRIS: ... the pain.

ARI GALPER: That feeds perfectly well. But the key word for you to take away for you today is...

NORRIS: Overpay.

ARI GALPER: Overpaying.

NORRIS: Or I like in one of your previous 'Are you okay with paying... Are you okay with overpaying your taxes?'

ARI GALPER: 'Are you happy to get to pay more than you need to?' 'What do you mean more than I need to?' So all these things you can start this hasn't tried. And I love that scenario. Thank you so much for Norris. That's great.

NORRIS: Thank you.

ARI GALPER: All right, see you later. All right. Well, back to the Stump the Show. We've had some very interesting questions today from the financial advisor industry. And these are not just in for the industries, you know, these are common among all scenarios. Selling cuts across every situation is agnostic to two different industries. But specifically where we specialize in is low volume, high margin industries, where it's high trust, long sales cycle, and every single opportunity counts.

It's a big number for you. So if you're in that situation, that kind of business, then reach out go to unlockthegame.com/freeconsult for a chat. Or you can grab my latest book at unlockthegame.com. To learn more, what I know for sure is talking to thousands of people every year, about their situation in terms of business development and selling is that most of the folks are still carrying old conditioning from the past, where they believe their job is to deliver value to people to show solutions show new ideas.

Unfortunately, that only works if they trust you. So if you attempt to try and do all that, in advance of them trusting you, it's over it Hello. That's how fast you've lost something. So if you're in that low volume high margin model, you cannot afford to lose one opportunity. So on that note, I think that's it... if I can see a few folks kind of hanging back there. I think we've covered everybody today.

So thank you so much for coming to the show. I hope you enjoyed this. Come back next month. If you have a question anyone listening on the podcast, bring your toughest sales challenge someone you're chasing right now or you can't figure out how to solve a problem. I'll answer for you here live. Take care everyone. 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 enjoyed this podcast please take a moment to review this podcast. It's easy. Just scroll down to the bottom of Stump the Guru podcast within Apple podcasts until you reach ratings and

reviews. Click one of the five stars under tap to rate to leave a rating. Thanks so much and we'll see you on the next show.