

Stump The Guru

Hi, everyone. Welcome to Stump the Guru podcast with your host, Ari Galper, the world's number one authority on trust-based selling and the creator of Unlock the Game. This monthly podcast will bring you guests from virtually every industry, unrehearsed to try and stump Ari with their most difficult sales challenges. This podcast is for business owners, financial advisors, entrepreneurs, and sales executives. The guests on this show have only one goal in mind: to stump Ari. And Ari has one goal in mind: to overturn the notion of selling as we know it today, by building trust between buyers and sellers.

ARI GALPER: Hello, everybody, and welcome to the Stump the Guru show. My name is Ari Galper. I'm excited to be here. This is our monthly show where anyone has a chance to jump in live, ask me a question, any sales challenge you have at all. And I can go in and coach you through an answer to give you some insights to help you make a breakthrough.

My background is 20 years specializing in one little niche called trust-based selling, where I built a large following and the whole philosophy around letting go the sale, building deep trust with people and having a whole body work around what I call trust-based languaging. Shifting your thinking, and really upgrading your sales skills and your approach to new clients to a new way of thinking based on deep trust with people.

And my book is called Unlock the Sales Game, you can pick it up at our website, unlockthegame.com. And this show really is for you to allow you to jump in live, you can do that now just go to stumptheguru.com. Just like it sounds that website, it'll forward you into the waiting room here. And if we have enough time, we'll pull you in for a live question. And you'll get to try and stump me with your question, which is always kind of fun. And I'll give you some insights around that today. So I'm so glad you're here.

Welcome people from all over the world, I see a lot of people coming in right now. So glad you're all here. The theme today is this idea of short sales cycles versus long sales cycles. I think we've been conditioned over the years to believe that selling is always going to be a long process. And lots of steps, lots of meetings, lots of emails, lots of follow ups, it's an accepted behavior that we assume is normal to have multiple steps and multiple conversation with people in our process.

And I really believe that in many cases, a long sales cycle really is indicative of a lack of trust that was never created at the beginning of your sales process. And I believe that you can compress your sales cycle for multiple steps. In many cases,

if you have a decision maker into one single conversation, to build trust with someone and identify if they're a fit or not, and get the truth as to whether you're going to be worked together or not in one conversation.

And so if you have opportunities now that you're chasing people you're following up with, people who haven't called you back, people I call ghost you know who ghosts are people say things like, 'I'll think about it. Sounds good.' And you're calling the back or in the next step in a call with them. It goes well. Now they want more information from you to the next step. And this keeps going on like this and your cycle like this, it has to be broken.

And to break it back and you fix it by figuring out where at the beginning of your process was trust broken. And I also believe as a tangent here that, in many cases, agreements and contracts are designed because a lack of trust was built between both parties, and a contract designed to keep that trust together. So in many cases, if you can learn the skill of building the trust of people in your sales process, a lot of what you're used to doing will change radically. And it has for a lot of our clients over the years. So thanks for being here.

Welcome to Stump the Guru Show again. If you want to jump in live to ask a question and get in the queue here. My co-partner Steve is on the background, just making sure managing everyone who wants to come in. And we'll just go, you know, shoot with questions. Give you some answers. We'll keep going as fast as we can over the next 30 minutes. So Steve, let's pull in who we have first in the line there, okay?

STEVE: Absolutely. Here we go another session. So first, we've got it, Sam, I'm going to bring Sam on. Sam, if you'd be so kind it looks like it's gorgeous in your background. Tell us who you are, what your business is about. I know you've been a regular participant, but just to help the audience that doesn't yet know you know a little more about you.

SAM: Thanks, Steve. Thanks, Ari. I really appreciate the opportunity

ARI GALPER: Sure.

SAME: Yeah. Look, I'm a business consultant and a lot of people engage me when they want to improve their profits. But I do a lot of work around productivity and time management and I love what you just said about shortening the sales cycle. My question is actually through your teachings and everything I've learned from you. I'm actually pretty comfortable with when I get to the end of a phone call and I get

hit with that need to talk to my partner or you know that that sort of scenario where it goes off on that tangent?

So I'm pretty okay with that. But my struggle is, and hoping you can help me out is how do I avoid that in the first place? I want to be able to, I mean, ideally, I'd love to just say, 'Well, it's just your decision, or is there going to be someone else? I mean, who else is involved in this whole scenario?' But I got to be a bit tactful at the start. And, you know, the calls are usually set up, okay, I guess.

But I want to ask you what you recommend from a maybe even a setup point of view, or a languaging point of view. So I can just flush that out from the start, I know, it's not going to be 100%. But I want to be able to just identify, 'Look, are you the person that's going to decide this? Do we have to have another phone call?' Maybe we can get them on the first phone call from the start, you know, that sort of strategy.

ARI GALPER: Look, in many cases, the reason why they say I need to talk to this person about this first, is because they didn't have the confidence in the conversation with you, to make the decision themselves. I'm not saying in all cases, of course, there are cases where you literally have a business partner, you're 50/50. And you cannot make a decision without the other person agreeing to that, that there are scenarios like that we cannot change.

But what I have seen is that, if you have say, a couple, you have the husband or the wife only, and they're nervous about the decision. They're not clear about it. They don't feel like you're the one for them. They don't feel 100% about you, then they will say 'I need to speak with the other person about this.' So this really is an issue that we back to the basis of how good are you at building trust with people where they feel that you're the one to solve their problem. Undebatably, you are the one. And when they feel that at a deep level, they usually can pull the trigger on their own.

So really, we have to go back and think about Sam, it's not just... There are things you can say like for instance, if you need to, 'If I may ask, if you're comfortable today with everything, and you feel like we're a good fit...' or, 'Is there anyone else involved in need to be involved with the process?' or, 'are you the one comfortable making that decision?' You can say it in a nice way as possible if you want to try and flesh that out.

But I don't usually do that, because I have seen from experience, that if they feel that they've got the right place, and there's no reason to look elsewhere. They can

typically say yes, and then tell their partner why they made a decision. But that takes confidence in themselves with you to do that. Hopefully that makes sense.

SAM: Right, okay. Yeah, that does. Okay, so I guess a perfect, I understand what you're saying. And I like what you just said, I think that's a good backup. It could be, you know, in its right place, obviously, because sometimes it can be too forward at the beginning. 100% agree with you. I guess I'm just trying to sort of work out all the different nuances. And there may be times where 100%, the person will not cannot make a decision unless someone else is there.

ARI GALPER: Look, if it's true, if they say to you, I must talk to my partner first about this. Here's what you can say. You can say, 'That's not a problem. I'm just curious. When you do approach your partner about this, what questions or concerns do you think he might have about this situation?'

SAM: Yeah, I love that. I love that.

ARI GALPER: And that brings out more of what's there holding them back. And you can coach them on how to address the issues. Or you can record the phone call and say 'Would it be helpful for you if I gave you a copy of our call today or Zoom call and had him watch the conversation? So he understands the full context of this rather than you attempt to persuade them?' And you laugh about persuade him. And they go, ...

SAM: Yeah.

ARI GALPER: 'That's a good idea. Yeah, I'll let him watch the video. Why should I do all the selling?' Okay.

SAM: That's great. Yeah. So in that situation where you've got, let's say, I know, instinctively, I think this is going to be a tough one. That phraseology that languaging use. I will just say that because that was perfect b the way. The way you said it was nice and soft and gentle. Just say that at the start of the phone call.

ARI GALPER: If it feels right for you.

SAM: Yep. Okay. Excellent. All right.

ARI GALPER: All right, Sam. Good to see you.

SAM: Thank you very much.

ARI GALPER: Take care. Bye bye. All right. So that's our first contestant, our first attendee, our first person who's asked me a question at Stump the Guru Show. So welcome. If you're new you're jumping in right now we're live all over the world. We have lots of people in line to jump in, ask a question. My name is Ari Galper, I specialize in trust-based selling, where for 20 years I've been on the wire like this being thrown challenges, doing live calls in front of audience of thousands of people.

So I'm used to being on a rope like this and coming into a cold situation with a different view on things using our trust-based approach. If you want to have a one-on-one chat with me off the public view here, just go to the link that says unlockthegame.com/freeconsult. We can do one-on-one, but for now, we're here on the show. Let's see who's next Steve? Bring someone in?

STEVE: Absolutely. Alrighty and look, I don't look as good as Vanna White, if this is a game show, so I'm going to have to up that and get my hair done at something. Up next is Jerry, I'm going to bring Jerry on. Hey, Jerry, if you can let everybody know who you are, what you're all about in your business. And then your question, for Ari, please.

JERRY: You bet. I work in the property casualty business that's auto in home and toys. And with the inflationary pressures that have been going on. We're usually pretty good at smoking a customer out in the first call. But what I'm finding now is that they're seeing our products as a commodity, in our marketplace.

I can't say my people can't say, 'Hey, if you think this is a commodity, you're in the wrong place. Because we're a taught we're a high touch organization. I'd like to have sort of a gentle way. Again, I can't even use the word commodity, because it's like a \$10 word in their case, I'm just wondering if you might have some languaging for us to be able to say something like that?

ARI GALPER: Well, I don't want you to be in a defensive position where you have to defend yourself. That's a losing battle. So what I'd rather do Jerry is see if again, language for your people the ability to connect to the customer around the importance and priority and impact of not solving their problem around assurance what their risk is, by not doing it as about doing it.

So I think what's happening is you're going with the idea of we need to convince this person that we are the best choice for them, as opposed to let's go into the conversation going behind what I call, quote enemy lines, and really unpacking the problem and amplifying and for them to realize you're the one only person who's done that with them.

JERRY: I see. That makes perfect sense. I hadn't thought of it that way.

ARI GALPER: I mean, walk me through a scenario, what would be a typical call that would your team would do on a phone? Is it to call somebody to lead or an opportunity or...? What's the scenario?

JERRY: It's just an opportunity to lead and don't get them on the phone? And...

ARI GALPER: And what do they say?

JERRY: Well, something like, with your permission, I'd like to put together some numbers for you. So that you might be able to consider the possibility of improving your coverage.

ARI GALPER: Okay, so that's, that's moving to the solution. I'm sure there's probably a part somewhere in this where they say things like, 'Can you tell me a little bit about your situation, as relates to what you think you might need insurance wise?' And they start talking about, 'Well, this and this and this. Tell me more about that. What's the concern? What risk are you trying to protect here?'

JERRY: I see.

ARI GALPER: So it may be that your people are moving a little bit too quick to let us put together a solution for you, as opposed to how much are they spending time amplifying the gap and helping the other person realize this is mission critical that they protect their family, they protect their car, they put their valuables, because if something happens, they'll be in a worse spot than they are now. So it might be an issue that solution centric thinking to problems hatchery thinking does that make sense?

JERRY: Yes, sir. Very good. Thank you.

ARI GALPER: Okay, Jerry. Take care. See you soon.

JERRY: Yes, sir.

ARI GALPER: All right. Welcome back to Stump the Guru. We're on a third person coming in now. If you're new, thanks for coming in. You want to jump in ask me a quick question. Just go to stumptheguru.com and forwards right into the stream yard here and you'll be the waiting room and Steve will pull you in if we have enough time. So I hope you're listening hope you're enjoying taking notes. We have people all over the world listening who are watching this will use this opportunity to implement their own solutions to these problems. So come on. Steve, who else we have back there.

STEVE: Okay, up next we have Patrick, we're gonna bring Patrick in. And he's going to let everybody as always know a little bit about you, Patrick to the universe and what you're all about what your business is, and then your question or questions for Ari.

PATRICK: Thank you very much, Ari, for making the time to having me on your show, I really appreciate that. I'm a mortgage broker, I've been doing this for about 20 years, I represent various financial products for people, whether they're financing a home or a business mortgage solution. The issue that I'm challenged most with recently is I do a lot of private lending, whereby it's involves a private investor, to help somebody out for a short period of time.

Now, private mortgages are more expensive than the traditional bank channel products. And, for example, I had somebody call me just this past week, was looking for a large sum of money, and was looking for it very quickly. And within 20 minutes, I hadn't bought a phone with one of my investors, the investor agreed to do the transaction.

And then after the phone call, I called and talked one on one with the prospect about the actual pricing. And then he got cold feet. Because we had presented his solution to his problem, which was funding very quickly to meet the needs to close on this.

ARI GALPER: So Pat, real quick to do. I'm going to cut you off. But did you tell the potential client before you went to the investor, what the approximate interest rate would be?

PATRICK: I gave him a ballpark. So he would know. But apparently he had. He was expecting, his expectations were different than what...

ARI GALPER: So something is not right there. Something right there is where went wrong.

PATRICK: Yeah. Okay.

ARI GALPER: Because you, if you said to him, and I'm not sure what you said, but if you said, before I contact my investor...

PATRICK: Yeah.

ARI GALPER: ...on this, 'I want to make sure 100% that you're okay with the range of five to seven per cent of interest rate, if I get that loan, as fast as today, tomorrow today, but I'm not going to contact my investor until you tell me right now. They have a somewhere in that range, you're a green light.'

PATRICK: Actually, the range is closer to 10 to 12%.

ARI GALPER: Okay, so it doesn't matter what the number is. That's not the point. The point is you, it could be that you were light in the way you said it. And then it was kind of like the hope that it will be at work itself out. But what you got to do is stop the train, stop the show and say, 'Now hold on a minute. I'm not going to contact my investor until you're comfortable with the idea and you agree in advance with me now verbally, that if I get you the opportunity, it's going to be 10 to 12%. But you're going to get it within 48 hours and your bank account?'

PATRICK: Yes, exactly.

ARI GALPER: If you're okay with that, and I hear that from you now, then I'll make this happen for you and investigate and get back to you. Are you committed to that? So you're, you're making the sale, in advance of the sale.

PATRICK: Okay. So you're pre-qualifying them in advance and taking care of all the potential questions or issues that may arise right up front.

ARI GALPER: I've always contended the sale is lost at the beginning of your process and not the end. It never was over at the end, it was over the beginning somewhere, because somewhere along the way, it wasn't crystal clear what they were committing to. The lack of clarity is what makes it dicey.

PATRICK: Yeah, this is not like something that you can try something before you buy it. There's no test drive for this luxury cards. It is what it is, the prices.

ARI GALPER: Correct. That's why you have to give them the range. And make sure they verbally commit to you before you get the funding setup.

PATRICK: Yeah.

ARI GALPER: No...

PATRICK: Getting them approved is fairly straightforward. It's getting them out to accept the terms.

ARI GALPER: Right. So that means that you got to go back and really amplify the issue and the urgency and the importance of this if they can't get funded by the bank, but you can fund them privately at a higher rate. You can do that for them, but you're not going to spend your resources and time and get egg in your face with an investor if there's going to be a no, you want to know in advance. 'Are you okay with a 10 to 12 percent range before I do this, because I'm not going to bring you opportunity unless you're going to agree to it.' You're getting verbal agreement before the next step.

PATRICK: Yep, that makes sense.

ARI GALPER: That will solve this problem immediately.

PATRICK: Okay, thank you. I appreciate that.

ARI GALPER: Don't be afraid to be courageous and take a bold stand with people like this. Let them know the facts of where they stand. And if they can't fit into it. You let him go.

PATRICK: Yep, that's best that way.

ARI GALPER: Absolutely. That way, there's no more drop off and no more hopium you at the end, you know?

PATRICK: You're right, surely. I appreciate that. Thanks, Ari. Appreciate it.

ARI GALPER: All right, Pat, take care. Thanks. All right. Welcome back to Stump the Guru Show. We're on a roll here. If you want a chance to jump in live and ask me a question. You can do that. Just go to Stump the Guru, and bring me your toughest scenario your if you have an opportunity, you're stuck right now. And you heard a few nuggets there talked about the idea, the concept of the sale being lost at the beginning of your process and not the end of the process.

We've been taught of the over the years that we believe that that we've made lots of sale at the end. It's all about the close by the end of the process. What happened? Why did you lose it? They were great for us. Well, it turns out it was lost way in the beginning because either clarity wasn't provided on the process or trust wasn't built enough to allow them to feel comfortable moving forward. So that's part of my new book coming out next year next year called The One Call Sale, which is how to compress the sales cycle into one conversation.

You're not dragging things out and chasing ghosts and playing the numbers game anymore, but you can actually build enough trust with someone and by the way, when I say trust I don't mean relationship I mean trust which is separate from relationship building, and we can live on to learn more about that other free masterclass, unlockthegame.com. Click on the free masterclass button and watch what I want to share with you by the video. So we'll jump back in, And Steve if anybody else back there who wants to ask a question? Steve, anyone else in the wings?

STEVE: Absolutely. I'm going to bring Ron on. Ron, if you can let everybody know who you are what you're all about your business and your question for Ari please.

RON: Sure. Yeah, you hear me, alright?

ARI GALPER: Hi, Ron.

RON: Hey, how are you? I'm out of the Boston area. I sell industrial supplies to manufacturing companies and MRO businesses. The first section that I'm really struggling with is getting people on the phone and picking up or returning my call or just setting the first appointment getting somebody on the phone, set the first appointment get to the gatekeeper and things like that. That's a real frustrating part for me right now.

ARI GALPER: So are you like cold calling on a cold list? Are these leads you're calling back or current clients or what?

RON: Everything. I have a cold call list. I have existing customer, an existing customer base list that you know people change, this has gone away or I've taken over a territory and trying to generate new business.

ARI GALPER: So what scenario you want to cover first, give me one situation one scenario that you're up against right now that's the you're hitting a wall with?

RON: Well, recently, just making phone calls, and if I get through to somebody's voicemail, I'm leaving a voicemail, but I'm like...

ARI GALPER: Alright, let me ask you a question. When you make your calls what do you say on the phone from beginning word for word? So they say hello, what do you say right after that?

RON: I say I was hoping it helped me got that from you. And can I change that? Before I say out, 'Hi, I'm Ron from Atlantic Fasteners. Have you heard of us?

ARI GALPER: So what do you say now?

RON: I would say 'Hi, I'm Ron with Atlantic Fasteners. Have you heard of us?

ARI GALPER: Hold on. Then, what do you say now? Is that you're saying now?

RON: Well, yeah. Sometimes I miss it. Sometimes when I'm calling. Yeah, I don't have it set down because I'm trying to adjust.

ARI GALPER: Alright.

RON: So that's why...

ARI GALPER: Let me tell you exactly what to say every time.

RON: Okay.

ARI GALPER: 'Hi, my name is Ron. And I'm hoping you can help me out for a moment.' Don't even say where you're from.

RON: Okay.

ARI GALPER: The minute you say where you're from and recognize the name. They're thinking what right away?

RON: Sales guy.

ARI GALPER: It's over?

RON: Yeah.

ARI GALPER: It shut down right there.

RON: Even on a voicemail.

ARI GALPER: Well, let's just do one thing at a time. Let's just say it's live, okay.

RON: Yeah.

ARI GALPER: And they're going to say they don't know, you could be a customer. You could be who knows? You could be anybody. So they're going to say to you in a relaxed way. 'How can I help you?'

RON: Right.

ARI GALPER: Right. That's a two-way dialogue. You're going to connection now. Then you're going to say this. I'm just giving you a call to see if you'd be open to a different perspective or insights on how you address the issues of and you plug in the problems that your product helps them solve.

RON: Which also makes service.

ARI GALPER: Sure. So give me an example of one of the issues that your service does for people. What problems go away if they hire you guys.

RON: They don't have stock outs.

ARI GALPER: Okay, great. So perfect. So hold right there.

RON: Yeah.

ARI GALPER: So where we at this has got to be a problem centric, not solution centric. So 'I'm just giving you a call to see if you'd be open to some different ideas and insights on how to address the issue of stock outs, and running out of inventory and making sure you have enough supply ready for new customers when they order.'

RON: Right. Okay.

ARI GALPER: He's going to say to you, he'll say, 'Who's this?' Or they're only one, they'll say 'What do you mean?'. Do you think they'll say, 'Who's this?' Or, they'll say 'What do you mean?' Only two ways to go on that? There's nothing in the middle, I promise. And when he says who's this, you say this. 'I'm so sorry.' You laugh. 'My name is Ron. I'm with XYZ company. And we specialize in solving the problems of stock take outs, lack of inventory, logistics...' You list out all the problems that you solve, but you do not talk about your solution.

RON: Right, right. Okay.

ARI GALPER: All right. That's that scenario. On voicemail, very similar. 'Hi, my name is Ron. I'm just giving you a call, to see if you'd be open to different insights and ideas around issues and ways to address the stock out problems you might be having your facility right now.' Same exact similar phraseology around the problems. You see, if you got to center the conversations around their problems, they acknowledged the problem and they're open to solving it. Because if you start the other way around and say, 'Hey, we got something for you.'

RON: Right.

ARI GALPER: It's over. Because you're like, it's the wrong way to begin the conversation with people you got to start from their perspective, not yours.

RON: Okay. All right. No, I get that I get that twist right there. Yeah, that makes sense.

ARI GALPER: Every call you make even a current clients or current customers, reorders or old database people, you know, on your contact list, again, you say the same sent model is 'It's Ron here with XYZ. You've been a client of ours in the past, and you ordered a few things in the past, I'm not calling you about ordering anything new.' It's the first thing you say. And they go. 'Thank God, they're... Thank God, that pressure is off.' 'I'm just giving you guys a call to see if you'd be open, same exact phrases before.

It doesn't change. 'There's some different ideas and insights on how to reduce your stock take ratio, how to make sure that your manufacturing lines don't break down. And how to make sure enough stock on yourself. That's all.' See, now you're safe to talk to because you're not trying to sell something.

RON: Right.

ARI GALPER: Once you get it right, Ron, I tell you, the oceans open up the waves open up for you because it's the approach is the problem, not the product. It's you got to approach it around their problem.

RON: Sure. All right.

ARI GALPER: All right, my friend. Hang in there. And I'll see you next time.

RON: Thank you. All right. Take care.

ARI GALPER: All right, we're on a roll here with Stump the Guru Show. Getting lots of great questions in the industries, from mortgage industry, insurance, industry, other services. This is your chance, no matter what you offer, what you sell, to come on and ask a question, to really unlock something holding you back, that could make a big difference for you this year. And I'm here to help in this capacity. So let's see if we get one more two more in and we'll bring the show to a close right on the half an hour here. Steve, anyone else back there?

STEVE: We're going to do something new. We're going to bring somebody back who's already been on the show today. And we're going to bring Sam back on and Sam has another question. And for everybody else that's in the queue. If you could turn your cameras on, please or microphone, if you do have a question. I could pull you in. And if you don't have a question, and you're just walking absolutely cool. And Sam will then be our last participant for today...

ARI GALPER: Sounds good.

STEVE: Welcome back, Sam.

ARI GALPER: Always welcome Sam for more.

SAM: Hey, Ari. Thanks again for the opportunity. I've been thinking I'm thinking... Okay, this one's going to get you. This is the bane of all coaching all coaches. And this is some languaging if you can really help me around this one. People engage me this is really ironic people engage me and they say, 'Sam, I want you to hold me accountable.' 'Okay. Yeah, no worries, right. And that's what a coach does.'

And then, you know, we talk about strategies and then the next session, you can bet someone's going to come up and say, how'd you go and then they go, 'Ah, yeah, no, I didn't do that.' Or, you know, they give me some nice lame excuse or whatever. But you I guess it happens occasionally. What do you suggest is a nice way to, and I've tried different methods but to language that so that people you know, have they want to take action and you can flush out the reasons why they're not doing it.

ARI GALPER: When they say to you 'I didn't do it.' You're going to say 'Why?'

SAM: Okay. Sounds pretty. Like 'Oh, yeah, well oh, look I've been busy all of this that the other thing.'

ARI GALPER: 'So how do we prioritize this for you and separate out what your time commitments are. So you have enough time to move this thing forward. Here's what I'm worried about, John, if we don't begin to sort out and prioritize what you're doing in the time is you're allocating for certain things, you'll end up falling backwards and being buried by your own business. So are you are you committed to making this happen?'

SAM: Yeah, I like that. Yeah. Yeah. Well, yeah, I am..., you know, that's been... Yeah.

ARI GALPER: Well, let's make it happen. Let's make this happen now. Let's now decide what your top three priorities will be in the next seven days that you will have done before we meet next time? Is that okay with you?'

SAM: Yeah.

ARI GALPER: You got to do this Sam, with nurturing in your voice. It can't be with a whip. You can't be angry or frustrated, you can't have any sense of frustration with them. It has to be the doctor patient relationship where it's nurturing, warm and caring, because they need that to be able to make the change. Do you know what I'm saying?'

SAM: Yeah, I think that's part of the problem, Ari. I'm too warm and caring, you know, like, I'm on this column, a bit more natural. But in that situation, you know, I'm caring, I'm empathetic, and maybe I'm bit too light. And that's why the next time we meet, they still haven't done something.

ARI GALPER: Well, there's delivery and lightness and how you communicate. But the real core of this is making sure they're responsible. And they own the problem, as you're putting the burden on them to help them realize if you need to decide right now,

'Is this a priority for you to get off your plate and fix once and for all or not because it's not, there's no point in us working together.'

So you got to be willing to walk away, Sam, if they aren't willing to own their own problem. Otherwise, you're stretching something out that will end up breaking anyways.

SAM: Yeah, I love it already. That's really good languaging. I like it. I'm glad this is recorded, because this is exactly what I needed. And I think that approach, because you know, I care, I care. So I don't want them to spend money if it's not working for him. But at the same time, I want them to you know, hey, listen, this is your life. You know, this is your business, you need to do something. So I like that approach. It's perfect. Thank you, Ari.

ARI GALPER: All right good. All right, Sam, good to see you again. And that I think finishes the show, unless Steve jumps back in. But thank you for chiming in, listening here learning taking notes. This is a recorded, you can watch it right after the show. Or you can go to our website, unlockthegame.com. Click on Stump the Guru, and access our previous episodes there as well. There's hours of content you can you can pull from ideas. If you want to have a one on one conversation with me privately, just go to unlockthegame.com/freeconsult. And if you want to just dive more into what we do, go to unlockthegame.com.

My book, it's there, *Unlock the Sales Game*, grab a copy, we'll mail it to you and you can jump right in and begin to change your thinking, change your approach to stop selling the build trust instead. And you can do it if you're open to changing your mindset and your approach around this and learning more. So thanks for joining today tonight, wherever you are in the world. Talk to you next time signing off for now.

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.

