

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: Everybody, welcome to the Stump the Guru. My name is Ari Galper, with trust-based selling. I have been at this for 20 years now, specializing how to build trust the sales process, all the way through from point of initial contact until the engagement. And we specialize in building unique, what I call trust-based languaging and phraseology and a different mindset for how to build trust with people to collapse the process in a very different and unique way than you're probably used to.

This is our live show, which we do once a month. People from all over the world come in to ask me a live question. It's called Stump the Guru because there's no pre-planning, people come with questions that they have that they're working on in their current sales pipeline. So if you're listening live right now, please go to www.stumptheguru.com. Just click on that. And it puts you in the back room here. And then we'll call you in to ask me a live question. And any questions you're allowed to ask related to your marketing, selling, anything you're chasing right now, ... in your pipeline, any help you might need around bringing somebody in towards the end of the year as a new client.

So we do live coaching every single day around the world, around our unique process of trust-based selling. So today's theme, or at least initial topic to begin to kick off the show is what I hear a lot of people telling me when they said to me, "Ari, what do I say, when someone says to me, I want to think about it.", which is the kiss of death, if you're in selling and usually people kind of freak out not sure what to do, and they let them go. And it gets kind of messy from there.

And we view that, that's typically viewed as objection where we have to either overcome it, or defuse or resist it. And so we view things differently here at Unlock the Game. When we get resistance from people, we don't try to overcome it, we defuse it, we reengage again, to get what we call is getting to the truth, not the sale, to understand what is happening in the back of their mind.

So let me give an example of what you might say, if someone says to you, 'I would like to think about it.' Here's what you say, you say, 'That's not a problem. That's fine, no problem at all.' And you pause and take a deep breath. And you say this, you say, 'I'm just curious. What other questions or concerns or thoughts do you have about this that I haven't yet answered that would make you feel more comfortable with everything so far? What's still on your mind?'

When you deliver it that way, with that tonality, the softness in your voice in that languaging, it is not cornering them into a yes for a sale. What it does is encourages them to tell you the truth of what's on their mind. Why they're hesitating, what's holding them back, what's the real concern? Look if they're not a fit, no problem, disengage. But your goal inside your conversation is to build enough trust with them, where they feel comfortable opening up to you and share with you the truth of where they stand. And that's your goal.

Because if you get the truth of someone, then you know what's going to happen or not. If it's not going to happen, and you can disengage. See, most people in selling are programmed and conditioned to believe their goal is to get to the sale. In our world, our goal is against the truth, which is very different. Because you're focused on the sale, you're putting pressure on people to move them forward. When you're focusing on the truth instead, you're going deeper behind the layers, behind the walls to find out what their real issues are.

And when you unpack that, and have them feel comfortable with that, and I call it quite a moment of vulnerability with them, and they open up to you and share with you what they stand you can work with them from there, and they trust you more and that is the goal because right now in our society, trust is at its lowest point it ever has been before. And when you can really master the art of trust, not selling but the art of trust with people and people want to work with you. They want to pay you more because what they're looking for is people they can trust, not people who can sell them something.

So that's the languaging to use in that specific scenario. And if you have any other scenarios, you want to ask me or you want me to talk about the future Stump the Guru shows, please reach out to us unlockthegame.com. If you want to do a private consultation with me or my team, just go to unlockthegame.com/freeconsults. So, Steve will open up the show and let us know who's in the back room there to jump in and ask a question.

STEVE:

All righty, we're ready to go. It's the holiday edition. So happy holidays, everybody. It's the beginning of the season. And it's the last Stump the Guru of 2022. And we've got a lot of good stuff in store for next year. So first up is going

to be Rob Collins. Hey, Rob, how you doing, buddy? If you'd like... to know who you are, and a little bit about your business, then your question, for Ari, please.

ROB: Yeah, sure. Thank you. So we're an Australian-based digital transformation agency and provide end to end services from design to development, maintenance, and build world firsts using creative technology. So I have a kind of two-part question. But exactly on, I suppose the theme that you were talking, Ari.

So obviously, we're in holiday season, especially down in Australia, summer holidays, and Christmas coming up. Is there any particular way or signs you've mentioned, defusing and obviously building trust, but is there any other tips you can give on how you can spot a genuine delaying excuse versus, you know, tire kicking, or before someone turns into a business ghosting?

ARI GALPER: Well, this goes back to like you're right what I mentioned, which is getting to the truth, meaning you have to know within yourself, if it's a smoke bomb, or it's real. You have to know internally, if you can tell that you're hearing a typical objection, like 'we're not ready yet, we want to think about it.' What you have to do is not accept their premise as true. You have to help them feel comfortable telling you everything around what they just told you.

So if they say to you, 'Rob, we don't quite have the budget yet to move this thing forward.' you might say, 'Can you tell me a little bit more about that?' as opposed to 'Okay, then we'll talk next year, when you...' See most people assume when they hear something like that, that's the end of the process and it might be, once you understand the totality of the of the context to what they just said, right? So they might say, 'Well, with our budget alone, we don't have enough or we're waiting for that budget to come in.'

Or then you can say, 'Okay, no, no problem. Now I understand what's your timing on that, that you think might be the right time that would fit you to make this work?' See what happens is they typically give you a phrase to have you sit, step back, because they don't want to be pressured. But by you, diffusing and re engaging without pressure, but opening up the back door and saying can tell me more about that context around that. It's amazing what's revealed from that. Does that make sense?

ROB: Yeah. Yeah. No, it does. And, and the second part of that, is that, obviously, those yeah, they're listening and trying to get that out of the mess. Hopefully, you never get to that point. But if you do get ghosted, are there any kind of final ideas or suggestions, you know, because obviously, everyone's bombarded with comms from text to email or SMS is maybe speaking to a colleague, is there any kind of

checklist on how you kind of finally, yeah? Are they ghosting you for a real reason or is it just they're smashed, and you've found another path? Is there a checklist around that?

ARI GALPER: Look the best way, there's multiple layers of how to keep people top of mind to reengage them again, but the shortest route around your scenario you just mentioned to me to find out the truth of where they're at is a phone call. Assume you get them on the phone that kind of goes like this. Let's just say the gentleman was Mark, who's your contact. 'Hi, Mark. It's Ari here. Hope you're well. Listen. I've been thinking about our conversation.'

That's the first thing you say. And they kind of go, 'Huh? You're thinking about like me.' And yeah, you've been thinking about the previous conversations you had. 'And I'm just giving you a ring giving you a call to see because I recall when we spoke originally your issues were XY and Z.' And you lay out the original problem that came through for in the first place. 'And I'm just curious to see if that was resolved and you're able to move forward on that. And that was all resolved and taken care of the project is done. Is that all, all taken care of for you?'

It's like the doctor calling the saying, 'How's your shoulder going? Is it still painful? Does it still hurt?' He's not calling to say 'Are you taking your medicine? Do you want the medicine? You should have the medicine. Take the medicine.' He's saying 'How's the shoulder going?' Same concept for you, Rob, is you have to call and reorient the conversation around their original problem they're trying to solve. That way, their perception is not you chasing the sale.

ROB: Yeah. And I think that goes to, you know, a lot of your point you talk about is giving that space for people to jump into. It's very easy to rush at everything. But if you can give them the space and they jump in the hole, the space, whatever, then obviously you learn heaps.

ARI GALPER: When they feel that you're not trying to fill the space up with empty air of selling, it automatically gravitates to you. When they sense you're trying to move things forward, they pull back. That's the irony of all this. So really, the overall lesson here and takeaways: let go of the sale and focus only on their problem. Okay?

ROB: Awesome. Thank you, Ari.

ARI GALPER: Have a good New Year's.

ROB: ... Thank you.

ARI GALPER: Take care. Bye bye. Welcome to the Stump the Guru's Show. We are live right now globally, all over the world. People are calling in from Australia, the US, different countries as a chance to jump in and ask me your toughest sales challenge and question. I'll give you a different perspective you may not have heard before, based on our trust based approach.

We've been at this for 20 years still going strong, helping lots of folks right now getting in the new year with a new perspective to make sure that you are not doing the same that you were doing last year. So Steve, who else is back there in the wings ready to come on in?

STEVE: All righty, up next, we're going to bring on Terry, he's here. So Terry, you can tell everybody a little bit about yourself. And as you see, because you were on last month, I'm in far better health than the last time I saw you. And back to full capacity. But if you could let everybody know your question and a little bit about yourself, that would be great.

TERRY: Yeah, Steve, it's great to see you. I mean, I was really looking forward to seeing you again and your multi colored coat that you had on last time. It would have been great.

STEVE: That was my... coat.

TERRY: So, I'm a bit disappointed how I don't get to see that. Yeah, man and multicolored coat, Joseph's coat. I was like, 'Man, he's got it on.'

STEVE: You know what, that was that was the cure for COVID apparently. So that was that was the magic that made it all go away. So all right, let's me just...

TERRY: Yeah.

STEVE: ... with Ari here.

TERRY: Well, Ari, great to see you. Good. Thank you for having me on again. You know, my name is Terry, I'm with mortgage choice. I'm a mortgage broker, doing, you know, traditional residential loans as well as commercial loans. And, you know, there's a concept in lending that there is something takes first position are superior... So my team and I were discussing what is superior when it comes to building the pipeline being a building sales.

So is it marketing that should be superior meaning growing your brand? Or is it actual sales to call people on? Which one is senior? Which one is superior in your opinion?

ARI GALPER: Well, the way I look at it at this two piece of the puzzle when it comes to sales and marketing, and everything else falls behind that. One is lead generation and what is conversion. You have to have both of those things work at the same time to make, turn the flywheel in your business. So you need the leads, whether it's outbound prospecting, or inbound leads, then you need to have yourself or your team skills and build enough trust with people to onboard them as a new client.

So in terms of your question that you just had, if your branding your business, getting quote out there, getting people to know you, I do not consider that lead generation. I would consider lead generation as somebody that you've either outbound phone contacted, agreed to a conversation or inbound. So if you're looking at a way to sort this out in your mind, you want to reorient your energy and budget... What are we doing to bring in more leads, whether it's outbound or inbound and what are we doing to convert those leads to a new client?

So they don't stack up. They kind of go linearly, and they connect together into one flow. And once you focus all your energy on those two things coming together, nothing else matters because they really don't care about your brand and your logo and your name, what they care about is they trust you, when they talk to you. Obviously, it helps you if you have a huge brand name around you, that gives you some credibility, but does not give you trust. You see, credibility is different than trust. And the challenge is that credibility has been commoditized. Others do mortgages too not just you, unfortunately.

So we're now in a commoditize world where you can't differentiate just on your brand. You have to differentiate on your approach, hence, where this comes into play, if that makes sense.

TERRY: That's a very good point. I mean, I was, and my objective of that meeting was to let them know that we've got to bespeak. We've got to have a brand large enough to be able to have credibility, so we generate leads, because you've got to be able to speak with someone and to put them into that funnel. And in your opinion, how many products should a company have? Is it one product, two products, three products?

ARI GALPER: Well, depends how many problems you solve.

TERRY: Yeah.

ARI GALPER: So if you categorize your different types of clients and put it into a matrix, like, you know, young couple with kids buy new home quadrate number one, retiree selling big home to go to a smaller place, downsizing. And number two, just

compartmentalize each of your type of clients, and you map the product to that ideal client. That's how I view the answer?

TERRY: Yeah, yeah, I was telling my team, you got to have multitude of products, because the person on the phone, you don't know. And if you're looking to offer a product to someone who's, you know, first person young couple, and you're going to offer them, you can offer them, in a retirement product, or that you not either have a home loan now, but you really need a car, you've got to have multiple products.

And how do you feel about just that initial call to say, 'Hello.'? And should there be a script? Because I don't want my team wasting any time on people that are never going to buy?

ARI GALPER: Right, right. Well, you have to first start the mindset thinking around this to see if first they have the problem not that they're going to buy. See, there has to be two components to have to work together. One is do they have a problem. Two, there should be three steps here. One, they have a problem. Two, are they open to solving it? And three, are they open to schedule a time to discuss it? Three mini steps that have to happen first. And that's the way I look at that. And that goes with languaging around 'Would you be open and all that develops.

So that's all in my book as well and my program online, but that should give you a starting point. But Terry, great to see you again. Thank you so much for coming on today.

TERRY: Likewise, Ari. Speak to you later. Happy New Year. Happy Hanukkah.

ARI GALPER: You too. Take care.

TERRY: See you. Bye.

ARI GALPER: All right, we are live here at the Stump the Guru Show. My name is Ari Galper with trust-based selling. I've been doing this for a long time. 20 years specializing just in this small niche to help people build trust,... the sales cycle. I'm working on a new book right now coming out next year called The One Call Sale, which will be revolutionary, and how to collapse your sales cycle into one single conversation without chasing people. And I'm excited about that.

But in the meantime, we're coaching that right now with private clients, so giving them all that intellectual property to use immediately in their business. So if you want to talk more about that, reach out to us, but in the meantime, let's see if there's anyone out there who's got a question for me, Steve. How are we doing back there?

STEVE: Oh, we're doing fantastic. So I'm going to bring Victor on right now. And I saw it in my green screen camera. Victor has an adorable dog that is pacing in the background. Victor, if you could let Ari know a little bit about you and your question. That would be fantastic.

VICTOR: Yeah, hey, I follow your material and being in your classes in the past really helped me smooth out... feel more confident...

ARI GALPER: Your sounds a bit fuzzy there. I'm not sure if it's the mic or the phone.

VICTOR: ... I'll be a little louder.

ARI GALPER: That's better. Yeah.

VICTOR: So I looked at this marketing company and I had a sloppy week. So, your call last night being attached to the sale is that would be something that I'm selling and I feel I'm pushing hard... with the objection that I'm getting that I get stumped that is nobody's dying in December. People are in celebration mode. I like to do, but hopefully we'll do something together in January, because nobody's going to reply now. So, how do I...?

ARI GALPER: Your sound is going out again. Is there a way you can, do you have another microphone?

VICTOR: Yeah, definitely.

ARI GALPER: Or if you couldn't mind just a bit staticky. So it's kind of hard to pick up.

VICTOR: Sorry, about that.

ARI GALPER: Oh, my god. So much better. Please start all over again. Would you?

VICTOR: Okay, cool. So I work with this marketing company, I've been following your material for a while, and you did talk about not being attached to the sale, building rapport and trust first, but I'm getting stumped. Because one, I had a sloppy week. So you know, I know things are going to slow down after Christmas. So I'm really pushing hard to follow up. And the two objections that I'm getting number one is, nobody's buying in December. That's what they're saying that if I want to start something, marketing, or content, I'll do it next year. I like what you do.

So I'm not able to, you know, handle that well. And another thing is a lot of good deals, where I'm speaking to really positive influencers, like they might be the marketing executive, sales executive, not the decision maker, he really wants to

push the deal through. But at the end of the day, it's not matching up that with that One Call Sale concept. I've wasted a lot of time with influencers not getting anywhere where I feel like I'm going to get the sale in the next call, but it ends up going into another meeting.

ARI GALPER: What do you, what are you selling?

VICTOR: I'm marketing, you know, lead gen, software and technology.

ARI GALPER: Okay, okay. And what's the core problem you're solving? What does that solve for them?

VICTOR: It gets them meetings on their calendar, so we generate opportunity and appointments.

ARI GALPER: So do you guarantee that you'll get them appointments on the calendar? **VICTOR:** Yes.

ARI GALPER: You get some leads?

VICTOR: Yes.

ARI GALPER: Okay. And do they not need any more leads right now?

VICTOR: They need leads.

ARI GALPER: Oh, so what's the problem then? So I'm just applying I'm role playing with you for a second here.

VICTOR: Okay.

ARI GALPER: Because it could be that what you're doing is, and I'm not sure but you could be spending energy and time educating them on your system, on your technology, on your process, on your model...

VICTOR: Yes.

ARI GALPER: ... on how you work on this day, a lot of energy around how you solve the problem. But maybe not enough focus on the value of the problem itself. What I mean by that is, it happens a lot of times, because sometimes you have what I call the curse of mastery, meaning you know your stuff so well, that you want to explain to the people. So they understand how the whole system works.

So they understand the value of it. But the irony of this is, they really don't care about how the system works. What they care about is if you're the one they can trust to solve their problem. What that means is setting your system back a few steps.

VICTOR: Okay.

ARI GALPER: And focusing only on the three steps, I mentioned a story which is, you know, we specialize in providing new, qualified, ideal leads scheduled on your calendar.

VICTOR: Makes sense. I think you're right, Ari. I was focusing more on the process. Because it's a very competitive industry, every other guys doing marketing, I thought that I might win their trust by telling them how my process is different, but not focusing more on the pain. And going back to you know, asking simple, do you need meetings? That's what I do. I give you a guarantee.

ARI GALPER: You see, marketing has been commoditized. You can't differentiate even though in your mind, it might be different. From their point of view, it's just noise.

VICTOR: Yes.

ARI GALPER: I mean, go to LinkedIn, look at your inbox. They get emails everyday people saying I can book you appointments from LinkedIn. They don't believe you. So you can't leverage the conversation off your system. Forget the scribing how it works.

VICTOR: Okay.

ARI GALPER: Just first get agreement on whether they want to solve the problem or not, and whether it would help their business grow if they got appointments on their calendar.

VICTOR: Okay, what would be a good question that I can ask if you could maybe give me two because sometimes you know, I don't end up you know, I don't want to end up sounding maybe too arrogant. Like, do you need more leads? Obviously they need leads and is this a high priority to get more clients?...

ARI GALPER: No, I agree. You don't want a sale set sail sounds salesy for sure. You change your languaging with our approach. So it goes to them like this. 'Would you be open to a new perspective...

VICTOR: Love it.

ARI GALPER: ... on how to have pre-scheduled appointments with ideal clients on your calendar? Would you be open to that? See, it's not do they want it? See, here's the core of all this. They're judging you, based on your languaging and your approach, not your solution. That's such a shift in people's thinking, because we're so wedded to believing our job is to show our value, because our solution is special. But psychologically in their mind, they don't really care about how you solve their problem.

All they care about is if you're the one to solve it or not. Which means you have to let go of your information, no approach, and focus specifically on building that trust from beginning. Hopefully, that's helpful for you.

VICTOR: Very helpful. Thank you so much. I'm going to bring it up.

ARI GALPER: Excellent. Come back again. And let me know how that goes, okay.

VICTOR: Thank you, Ari. Yes, sir.

ARI GALPER: Excellent, great questions today, thank you, everyone from around the world for coming in. And it just, the more I have the shows and more consulting that we do really see a lot of the old belief systems so wedded in the back of our minds, that holds us back because we've been conditioned to believe that our job is to show value by showing the robustness of our systems, our people, our teams, what's unique about us. That's all about you and your business. And it's nothing personal, but the human condition isn't designed to really care about other people other than ourselves. Now, I'm suggesting, of course, they care about how your system, how it works. But that's premature the trust building process that happens later, once you have a roadmap to onboard them to explain what you do. So hopefully, once you see that space that you're missing, and how to fill in the space with trust-based methodology, instead, then that gap closes. And they... and work with you. Because here's the thing, they got a problem, you got a solution, straight line of sight. But what happens is we fumble the ball in the middle of that with the old sales condition that gets in the way of that. So hopefully, with that new way of thinking in the new year, you'll take that to heart, and you'll be successful. And please come back. Let us know how it's going. Steve, anybody else back there that we have in the in the waiting room, or we're good to go.

STEVE: No we had one with technical difficulties, but we'll reach out to him. I'll send him an email and get him ready for the next show and bring them on. So it's all great.

ARI GALPER: That's great. Alright.

STEVE: Happy New Years, everybody. Happy holidays. And I believe Ari just sign off.

ARI GALPER: All right, well, thank you everyone, for coming again. If you haven't got my new book, Unlock the Sales Game. It's right on our website, unlockthegame.com. If you want to have a complimentary, absolutely zero pressure consultation with myself or my team, just go to unlockthegame.com/freeconsult and the look out my new book next year, the One Call Sale.

And I really believe that if you're open minded and coachable, you can transform results very quickly. By letting go of the old habits you're used to doing unconsciously, and being more authentic in your approach to using languaging that builds that trust instantly without having to sell yourself and your soul and in the first place. So we'll say goodbye for now. Thank you everyone for coming on today. Have a safe holiday, and we'll see you in the new year. Signing off.

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