

Stump The Guru

Stop Building Relationships In Your Sales Conversations! Learn Why....

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 the Stump the Guru Show. My name is Ari Galper with trust-based selling here we are in 2023. Hard to believe, I'm actually traveling this week. So the backgrounds a bit differently than you're probably used to. But we'll proceed along on this path anyways. And if you're new to the show, this is a chance to jump in live. Just go to www.stumptheguru.com.

Like it sounds it'll log you right in and you can be in the queue here to be come online asked me live sales question. Bring your challenging ones, when you're chasing someone right now, you need some outside perspective, your own sales manager can't give you the answer you want to some outside perspective, this is a place to come to.

So if you don't know who we are, we focus in a specific niche called trust-based selling, we have our own platform unique languaging, a mindset shift that's been successful now. For 20 years we've been doing this. So what's interesting is, as the world changes, human nature doesn't. It's still the same. We have the same challenges to build trust with people the sales process. And we're here and committed to help you solve this problem.

So the live show is where you jump in live, you can ask a question and my co host, Steve will bring you in. And just introduce yourself can explain what you do. And we'll let the ... masters back to you. And to those of you on the podcast. Listen to this who aren't here live. Glad you're here. We have thousands of listeners every month who download these podcasts and Spotify, iCloud and Apple to listen to these recordings to catch a big idea to use right away for the new year.

So welcome back, everyone. And Steve will go live and let us know who's in the queue. Actually, I want to mention, before we start, there was a theme that I chose for this month. And the theme was this notion, this old conditioning, that we believe that our job is to build a relationship with someone on our first sales conversation with them. That gives me old habits that we've been used to doing from years ago, we believe that our job is to get the other person to like us to get to know us. You know the know-know like and trust model.

So they know us and they like us. And we're friendly with each other, then the work with us. Well, that only works half the time. That I had a call this morning with a financial advisor who is converting half of her leads. But the other half she's losing, in most cases, because she's still using know-know like and trust model as the only way to approach the conversations.

And what I discovered was that in many cases, your prospects don't really want to get to know you. They don't want to become your friend. In fact, they know sometimes inauthentic to build trust with someone in a relationship based model so quickly. But instead what they want from use clarity. When you go see a doctor, do they try and become your friend? Do they want you to get to know them better? No, they ask you one simple question. Where does it hurt?

And they help unpack the issue. They don't try and solve it right away. But they give you a treatment plan to solve it. And you get clarity from them and relief from them and trust from them because they have identified your problem. And so for those of you who grew up with the old sales guru was saying to you, you've got to build a relationship first, before you make the sale. That is a false notion. Because you build a relationship with someone after they're a client, not before they're a client.

And we have a model for that called the One Call Sale on how to do that. So if you want to learn more about that, go to unlockthegame.com/freeconsult, apply for consultation complimentary. We'll walk you through the model and see if it works for you. All right, so that's the theme for today and let's get the show going. Steve , who's back there. Who wants to jump in?

STEVE:

Alrighty, first Happy New Year to everybody out in the universe. Here they are LinkedIn where are we going today LinkedIn, Facebook, YouTube, Twitch even and Twitter. So wherever you're watching us, thank you and hope you enjoy what we have in store for 2023. First up I'm going to bring up Bobby. It looks like Bobby's getting his camera set back up.

He was the original first but he's popped in and out. Let's give him a second real quick to see if he lights up that camera. It looks like he may be having tech issues. So let's go to the next person. We'll have slop Bobby. And as we go, so first up is going to be Bob Kerr. Hey Bob, how are you? If you can let everybody know a little bit about you and your question for Ari, please.

BOB: Yeah, my name is Bob Kerr. I have a digital marketing company in Saskatoon, Saskatchewan. Excuse me, but my puppy is scratching at my door. I know I've read some of your material before I heard it. About what I'm doing is basically I've got a list that I've scraped using a tool for certain businesses. In this case, it's plumbers and I'm cold calling. But I think I have not got it quite right. And I'm not using the correct language. So when I call, I think I'm wasting a lot of my time and their time because I'm just not getting through to a decision maker. So...

ARI GALPER: Did you say your target was farmers?

BOB: No plumbers.

ARI GALPER: Plumbers, sorry. Okay.

BOB: Plumbers. It could be farmers. It certainly could but it not in this instance.

ARI GALPER: Sure. And what do you help them with specifically...?

BOB: Websites, SEO, digital display ads to target their demographics. They can kind of target by postal code or even demographics, who you are, what you do.

ARI GALPER: So the problem you help them solve? If it's one problem is what? Is it to generate have their phone ring for new plumbing jobs?

BOB: Correct.

ARI GALPER: Okay, that simplifies things. Because what you mentioned to me was just three or four minutes a minute ago, three or four mediums that you use to get to that goal, which is website's, SEO, but really what they care about is not those things. What they care about is the problem we help them solve.

BOB: Right.

ARI GALPER: And so if you wouldn't mind sharing when you're making your calls now, what do you say on the phone from beginning word for word?

BOB: I'd say Hey, hi, my name is Bob. I'm with Floating Sky Marketing. We help local plumbing companies with their overall online presence, using websites and SEO.

And I can't say, well, SEO was you know how to get found at the top and in the map pack. I guess, is what you want to say, then targeting with digital display ads, but I find when I'm talking to the gatekeeper.

I just, you know, we've got that or you know, some sometimes it, I shouldn't say it, but I find it kind of turns into the numbers game, because there is certainly sometimes you get through because oh, we are looking for somebody.

ARI GALPER: So, let me suggest, first of all, that you cut out 90% of what you just said.

BOB: Perfect.

ARI GALPER: Let's try and de-complex this to make it simple for the receiver at the other end of the call to want to let you in the door without feeling suspicious of your goal being only make the sale. Okay. So let's start the phone call focused specifically on the actual problem that you solve. So here's what I might suggest, you know, 'Hi, Julie. My name is Bob, I'm with you know, XYZ company. I'm just giving you a call. And maybe Bob's the owner, the property company, to see if Bob would be open to some different ways to create more projects, more clients, more plumbing work to grow his business, is that something you think he'd be open to?'

BOB: That sounds a lot better.

ARI GALPER: You see, what you're doing is you're kind of cramming in all the elements of your solution. But see, they really don't care about how you solve the problem. All they care about is if you're the one to solve it, or not. How you do it, online presence may not be their thing. They're sitting, you know, under the tubes with in their truck with a wrench, and you're talking about online presence. Right? So what I'm trying to do is sort of zero-base this process so you can enter the conversation with something that they feel they want.

And I think it's going to be around the problem that you saw, which is, 'Would he or would you be open to some different ideas to generate more work for your plumbing business?' I mean, that seems to me like a very basic question. Now if they say to you 'No, we don't need more work. We don't need more clients. Nope, we're all full.' Well then just say, 'Have a nice day.' Hang up the phone.

BOB: Got you.

ARI GALPER: If you have a great precise question around a problem that they know they need help with, almost every time they'll respond to you back with 'What do you mean? Tell me More.' I just finished a call a few minutes ago with someone who's a consultant who helps manufacturing businesses grow. And he helps him solve the

problem through performance of their team. And I gave him this one phrase to use on his calls. And that is as well and LinkedIn. I said to him use this one question.

Use, 'Are you 100% happy with the performance of your team?' And he tried that and of course, he got a yes in the meeting, because no one's 100% happy with there. But the point here is crystallization of the problem. So hopefully, Bob, give that a try and let us know how it goes. How does it sound?

BOB: Perfect. Thanks, Ari.

ARI GALPER: Thank you, Bob. Talk to you later. Bye. Bye.

BOB: Okay, bye-bye.

ARI GALPER: All right. Welcome back to Stump the Guru. We are live right now. My name is Ari Galper. I specialize in trust-based selling. We do this for last 20 years. And it's fascinating how much does not change over the years and how much does change. But what doesn't change is the exact issues that may be having right now, which is how to stop chasing prospects, how to stop doing proposals, and how to build trust with people on a single conversation.

They trust you enough to go with you, or at least move forward to the next step without you having to chase them afterwards. So if you're stuck somewhere in that zone, then you found your home here. So if you want to ask us a private question, not public here, you go to [unlock the game.com/freeconsult](https://game.com/freeconsult) and apply there. And we'll assign you to someone to have a chat with you over the phone, or Zoom, no fee at all. So welcome back, and Steve who's next?

STEVE: Alrighty. It looks like Bobby's got his carrot. If you sorted, I could see him loud and clear in the greenroom here. So I'm going to bring Bobby on. Hey, Bobby, how are you today my man?

BOBBY: Hey.

STEVE: If you could let everybody know a little bit about you and who you are and your question, for Ari.

BOBBY: Yeah. Can you hear me?

STEVE: Yes.

ARI GALPER: Yeah, Bobby, I can hear you.

BOBBY: Hey, Ari. How are you?... Yeah, I'm working with a company called Mayan Analytics. We're an Amazon ads partner.

ARI GALPER: Yep.

BOBBY: And so I actually did the change, I used to work in Merchant Services, I took Ari's advice. And it's similar to eBay, where they post products on their platform.

ARI GALPER: Yeah.

BOBBY: So the initial goal is to take I'm going to be calling outbound leads cold calling.

ARI GALPER: Okay.

BOBBY: The initial purpose is to get the Amazon seller to an audit. And then on the audit, it'll show the row ads, the return on adspend, which will be about three times greater. So my pitch right now is 'I'm just giving you a call to see if you'd be open to a different way to get more exposure on your Amazon products.' But my company wants me to talk about the pain points. And there's a lot of pain points.

One of them is the seller is spending too much time managing their ads. They could be dealing with inventory issues. Or they could be spending a lot of money on ads and not getting a good return. Or maybe they've hired a vendor to manage their ads, and they're not getting the results they want. So I was wondering...

ARI GALPER: Bobby, why don't we try something here? Why don't we use a similar notion that I mentioned a few minutes ago? And why don't you use as an opening problem statement? Something around the core issue here? Which is, 'Are you 100% happy with the ROI on the current ad spend you getting right now in your business?'

BOBBY: Oh, okay. That's a different approach, different way to get in.

ARI GALPER: Well, my guess is most people aren't happy with their spend on advertising.

BOBBY: Okay.

ARI GALPER: If they were, here's the thing with you, if they are happy, and they're making so much money with their ads, they're not a fit anyways.

BOBBY: Okay, got it.

ARI GALPER: Your ideal client is one of the Amazon, you know, vendors who were placing their ads on the search bar in Amazon, and are not getting a return on investment. That's your ideal client. Right?

BOBBY: Correct. Yeah.

ARI GALPER: So all you have to do is articulate that problem and they resonate with it, they go, 'Yeah, well, what can you do for us?' Well, then now you've got somebody who you know, has that problem.

BOBBY: And then if they say what you can do about that, I could say something like, you know, we have an automated platform.

ARI GALPER: No, no, no, no, no, do not sell. Do not talk. They don't care about your platforms. They don't care about your automation. They've heard this 1000 times. They live in that role already. What you want to say is this, you want to say 'If you'd be open to it...'

BOBBY: Okay.

ARI GALPER: '... what I'd be happy to do is schedule a consultation with you. No fee, I'll waive the fee.' You're a doctor now. They're the patient. No fee. And what I'll do is all we'll schedule a Zoom call, we'll log into your account. And I'll look and see where you're losing money, where the holes are in your ad spend. So we can build a business case for this to see if it makes sense to do something together. If there's no business case, then no problem. Would you be open to that, Mike?'

BOBBY: Okay, got it. So this wouldn't be a situation where you eat up the ... like, can you tell him a little bit about your story? You would suggest go just go to the audit?

ARI GALPER: Well, well, you schedule the consultation with them. You don't go into the solution.

BOBBY: Okay, I got it.

ARI GALPER: You schedule the consultation then on when they show up on Zoom, then you start with, 'Can you walk me through your business background and your model? And we'll kind of go from there.' You start that going on the iceberg on the consultation, not on the outbound call.

BOBBY: Okay, got it. And then one last question when they say something like, 'And who are you with?' Would you suggest I say, 'My name is Bobby, I'm with Mayan.' Would you suggest consulting? Or would you say, you know, 'I'm sorry, my name is Bobby, I'm with Mayan. And we're an Amazon ads partner. And then...'

ARI GALPER: I would use the word consulting... I would use that word consulting in there somewhere. So they feel that they're not being slammed into a solution. But they

feel like, you're someone who's happy to spend some time with them to analyze the problem first. Make sure there's a business case to even address it.

And if there is, then you have the next, maybe a demo after that, you probably might even have a roadmap around this process to walk them through how you work, you know, through the process, but I think in your case, because you're in a commoditized business, you need to show them that you're heavy on diagnostics first. And ROI first, before commencing with any assumptions at all.

BOBBY: Okay, got it.

ARI GALPER: You could even say, 'I don't want to make any assumptions yet about your situation until we actually log in together, and I can see what's going on. Would you be open to that?' See that? That to me says this person's willing to look at the bottom of the truth and see what's going on.

BOBBY: Okay, got it. Okay, great. I appreciate it. I'll see you again Ari. Thanks

ARI GALPER: You too Bobby, take care. Bye. Bye. All right. So we're on a roll here. We've had two questions so far about outbound approaching people over the phone. As you notice, outbound calling has come back alive again, after so many years. It sort of disappeared as the internet took off. And online marketing was the end all for everybody. But as you can see, that has not turned out that way for lots of folks that there's been lots of money, it's not working so well.

So we're a lot of us are people are back to outbound conversations, which can still work if you do it the right way. And if you're anti outbound calls it's probably because you're used to being rejected and not working, because you're using the old approach. So I commend all of you out there who were going back to the basics, but this time around doing it right. Okay, so we're back to the show and Steve, who else who else back there?

STEVE: Alrighty. Coming out here, one of the ironies of outbound calling is that a lot of times these businesses need to use it now to be able to sell the digital part of it right. So it's kind of coming full circle.

ARI GALPER: Isn't that ironic that we start... we're using the phone to make the sale....

STEVE: ... 20 years ago, I was doing the outbound and now we're obviously not going full circle with it. So it's hilarious. I'm going to bring up next Peter Top. So Peter, hey, how you doing today? And I'll let you go right at it. Let everybody know who you are and your question for Ari, please.

PETER: Hi, Ari, good to meet you. I'm Peter, and I am in the financial sector, wealth management and investment advice. And I just want to hear your opinion on something which might fit good into the theme of today.

ARI GALPER: Sure.

PETER: I feel it seems a little bit since COVID that potential clients, they take much longer time to make a decision, whether it's a yes or no, they want to think about it or certainly they just disappeared.

ARI GALPER: Right.

PETER: And I feel it's a little bit frustrating because I feel it uses a lot of time to build relationship to understand the situation maybe even take them to lunch. So I just want to hear your opinion. Do you think it's something we should just get used to in the new world or do you have some suggestions on that?

ARI GALPER: Well, definitely not accepted as normal. Let's accept it as abnormal and the way you solve that problem is ask yourself in your mind, what can I do to help them come to conclusion that their problem is either a priority to solve, or not a priority to solve? So see what happens a lot of times is we're afraid to actually ask bold questions. We're afraid because we ask too bold questions, we might hurt the relationship. Because we worked hard to have them like us first, go to lunch...

PETER: Exactly.

ARI GALPER: ...play a game of golf, rub some shoulders. And once you get to like us and know us, then the hope is they work with us. Well, as you know, those days are over. Because as you're saying, you're in the middle of that cycle right now. So what you need to do, Peter, is find the right moment, somewhere in the conversation most likely upfront, once you've identified with them the clear problem they want to solve around their wealth or their management or money, whatever it might be, and you identify the gap.

Identify the risk. Identify the loss because there's going to be some gap somewhere in their situation. That's why they're coming to you in the first place. Once you identify that with them, and explore that with them, then I want you to ask this one question. I want you to ask this. 'Is this a priority for you to address and solve once and for all? And if not, that's okay.

I just need to know if it's something you want to address and work on, right away, or something you're happy to table now and work on in the future? Which one would it be? And I'm okay, either way.' You're going to ask that question

somewhere early in your process to sift out who is serious about solving the problem and who's not? Because then you let those go people go who are not, and the ones that are serious you work with them.

PETER: Yeah. Yeah, it sounds good. It actually sounds logical. And I guess well, then they do not have need to take so long time to take a decision say, Well, no Peter or yes Peter, or whatever.

ARI GALPER: See, the issue is not the time it takes to make the decision. The issue for them is that they're indecisive.

PETER: Yeah.

ARI GALPER: So, all you have to do is make them make a decision. I'm not saying forcefully, I'm just saying boldly, in a nice way. I think it's a very reasonable question to ask this question. 'Is this a priority for you to address and resolve once and for all immediately, or something you're happy to live with for a while, which is fine? I'm okay either way.' But you have to quit that crossroads for them and make them make the decision. Otherwise, there's no point in pursuing them.

PETER: Yeah. Sounds great. I will. I'll definitely try that out and see if it works. But it sounds like a very good question, too.

ARI GALPER: Do you know what? I think they'll respect you for that question. Because you're not pressuring them to a yes. You're saying either way. I'm okay. All I want to know is where are you at in this priority process? Is it a priority? Or is it not? I'm fine. Either way. It's your problem, not mine. I'm okay with that.

See, if you express that to them, they will view you as a truth teller. Someone they can trust. And someone who's not playing games with them, because they've been through that whole game plan with other advisors. They have lunch with them, get to know them better, like golfing with them. They already know that routine. They know it's fake anyways.

PETER: That's true. That's true. Great, Ari. Thanks a lot.

ARI GALPER: All right, Peter. Take care.

PETER: You too. Thank you.

ARI GALPER: All right. So well, we're back to the Stump the Guru live show. I think we had a call from Europe just then from Peter. And we had a call from Canada and a call from the US and so we are global way here live right now. Where you can jump on and

ask me any question you have right now in the back of your mind is holding you back from making this your best year ever. As it relates to bring in new clients on board to your business for your company. So, Steve, who's next back there?

STEVE: Alrighty. Up next, we're going to bring Sam on. Hey, Sam, how are you my friend? How are things? Happy New Year.

SAM: Hey, Steve, happy new year too.

STEVE: Thank you. Thank you. I'll leave you for your question for Ari.

SAM: Yeah, and I thank you very much Ari. Thanks for having me on the show. My question is around LinkedIn. And I've had some good successes, but I've actually reached a bit of a stumbling block and I'm hope you can give me some ideas on what to do next. So just to give you a perspective, my LinkedIn is very targeted to my key target customer, and describes very clearly who I work with and what I do for them.

So when people look at my profile, they there's no ambiguity as to that, who I do what I do and who I do a for. So the strategy I've adopted is that I've obviously targeted my core target market on LinkedIn, I send them a LinkedIn request with no message at all. They're obviously looking at my profile, and then they're accepting the connection. So the good news is that it's actually getting a bit of traction.

So I might send out 10 invitations, and I'll probably get one, sometimes two, back and just clicked with the connect. So that's the good part. Here's my challenge. After that, I'm not getting any traction. Now, I've experimented but typically I go about four days, because I don't want to be like a vulture straightaway, four days, I'll write a quick message along the lines of...

ARI GALPER: Hold on a minute. Hold on a minute, Sam. What content are they seeing of yours, after they've connected with you?

SAM: They will, nothing. All they're doing is they've gone on assuming that Oh, who's this guy that go to my profile?

ARI GALPER: This is funny about that because somehow we think if someone accepts a connection, we're in business.

SAM: Yeah.

ARI GALPER: That's not. That's maybe a baby step. Yes, in the process, that's good, you have a connection. But it's still a very small flame in the process, they still have to get to know you and trust you, just because you're targeted is not enough that you, you have to present them, or have some model that provides content or something about what you do and how you solve problems, they can begin to consume, absorb and read and understand and see you in action for how you solve the problem that you solve.

So you need to have thinking about what can you do to show your content contacts list that you're the authority in what you do, because if you start to do that, then reach out to them, you'd have a higher likelihood of making that opening with them to want to talk to you.

SAM: Right. Okay. So you're suggesting, instead of the direct conversation, go post, show them what I do that sort of thing, and then afterwards, have an attempt to have a consultation.

ARI GALPER: So, it's a big assumption, your big assumption, just because they're connected with you, they're going to jump from there to talk to you, which is very unlikely nowadays, because you know, here's the reason why. Because everyone's doing what you're doing. Everyone's connecting and sending messages, everyone hates it. So the first number one rule is don't do whatever else is doing right. So you've got a gap there. So think about Sam, what can you create, that you could do could provide your feed that shows your context, that you're the real deal.

SAM: Right. Okay.

ARI GALPER: You can interview one of your clients when you help them solve their problem and clip the video and put it up there. I think the best model for content in the situation like this is demonstration. The demonstration of your capability. I mean, like our content is mostly clips like these showing how we solve problems, not just articles on general things with content, but something around the idea of demonstrating your power. And that's really, I think the best way to go about it.

SAM: So what you're saying is don't engage in a conversation with them after they connect until they've seen some content and got an idea of what I do how I do it, build a trust in that regard, and then possibly engage with them a little while after that?

ARI GALPER: Right, because you'll burn the lead, if you reach out to them the first time without the content absorption, and then a reply back. You can't go back again. They're going to feel like you're annoying them.

SAM: Yeah. Okay. It makes total sense, Ari. Do you that the answer? I thought I'd stop. Yeah, but clearly not.

ARI GALPER: You can always come back anytime you want you have a new one, Sam. Okay?

SAM: Okay, thanks, Ari. Appreciate it.

ARI GALPER: All right. Take care. All right, we're back at the Stump the Guru Show, a quite a variety today of all kinds of questions from outbound calls, to chasing people to condensing the time process from which they can make a decision, and also LinkedIn. So these are challenges that everyone has. How do you become more effective what you do?

And sometimes, the answer is on common sense. Things that you can't always see because you're so close to what you're doing. I mean, that's why it's so good. It can be up to someone on the outside to get an outside perspective to get some ideas. So I think we're coming close to the end of our show. Steve, is anyone else back there?

STEVE: Yes, we have two more people. And for Sam's point, one great technique that we tell all of our clients is that if you put a sticky note on the side of your monitor, and you write the name down when those people you're interested in, start engaging your content. And much like baseball, three strikes around baseball, but three strikes you're in with this.

So you put three little ticks next to their name. And when you get a couple of ticks, you realize you're engaging your content. And it's a perfect time because they warm themselves up with your content. And things like what we do with your content, obviously, that's its killer, when you have the video and you have things that are going to pique people's interest, you're going to get those clicks out much quicker and get those conversations rolling that much faster.

We've got two more people up, so I'm going to bring up Carrie. Hey, Carrie. Hey there, man. It's been a while Happy New Year's.

KERRY: Happy New Year to all of you, too. Thanks.

STEVE: Oh, there's a delay there.

ARI AGLPER: Hey, Kerry.

KERRY: Can you hear me okay, now?

ARI GALPER: Yep.

KERRY: Wonderful. So I run a nonprofit that teaches people how to deescalate or calm an angry person in 90 seconds or less. And that we work a lot with schools, because of the problems with that are going on with not just students in the classroom, but also teacher to teacher. And one of the things that I run into sometimes is, I'll be talking to a principal of a school.

And they'll say, 'Well, I love the idea. But we don't have to. We don't have the budget suite. I need to talk to my district superintendent. Or the district superintendent says 'I need to talk to my school board to approve the funding.' And it always seems like they're now having to take over my role of explaining the program. And even though we have some great material that explains everything and lists the pain points and our solutions.

ARI GALPER: Right.

KERRY: 'If we start getting into this, we'll tell you what, go ahead and send us a proposal.'

ARI GALPER: Right.

KERRY: 'And then I'll talk to my superintendent about it and get back to you.' What would you suggest as an alternative because that doesn't always work well? Sometimes it does, but most of the time it doesn't.

ARI GALPER: You know what? Is there something we can do to, can we create something to mail the superintendent that replaces you being live? Because see where the degradation starts, is when you're out of the process. And you press bullets to go up to superintendent. And now the message is deflated to like 5% of what you just did with the principal, right? Because you're not there.

And they got politics and they got... So the question is what can we do to capture your clear message that's compelling, and a no brainer, that can be transferred up the chain without you being there? That's the real question that we have to solve. Because if we can do that, and make it easy for everyone, then the whole goal is to not have each level sell the next level.

The goal was to have the first level say, 'Can we ship you something that is compelling to look at that, you know, solve this problem?' And I'm thinking for you, in your case, it might make sense to develop and create, like, I have one of those video books, where it's so novel and so different. And in there's a video of you with case study stories, whatever it might be, maybe even do a custom one for each deal.

'Hi, I spoke with John and you have had seven incidents so far this year with Teacher to Teacher conflicts, and we have a way to solve that problem that lowers your risk. And it's a customized video, because you can do that for each one of them. And you create a few of you have those mailed out to each level. And that should loosen the grip on the process.

KERRY: That's a great idea. And that would be so unique that it would be it. You used to work compelling. And that would be even better than I know you have that that book that you hand out your trusted authority book. But I think the video book would be an even better one. And to pretty much have the same script. Each one would make it simple to pump out multiple ones, but you're changing the subtle facts like a name, or how many incidents they had things like that. So it really feels personal to them.... So that's a great...

ARI GALPER: That's the secret there you can't be generic.

KERRY: Yeah.

ARI GALPER: So you're not working in a high volume model. You're in a very low volume model. You don't probably have a hundreds you probably have a couple of days a quarter or five a month or something. So you can actually customize every single video that matches exactly based on your proposal will be in the video.

KERRY: Yeah, that makes perfect sense. Okay, thank you, Ari, as always you're a fountain of knowledge and insight and wisdom. I truly appreciate you.

ARI GALPER: Good to see you again, Kerry. Take care.

KERRY: Bless you.

ARI GALPER: All right, we are down to the y here. Our last guest on our show. And we have the show once a month, if you can't be here live that jump in, this goes on to a podcast as well. Just go to Spotify, wherever your podcasts are, type in my name, Ari Galper. Type the Stump the Guru, and hopefully it's there. Give us a rating. Give us a comment while you're there as well. Let us know if this is valuable for you. And reach out to me if you want to LinkedIn directly if you'd like as well.

Or just go to unlockthegame.com. My books are there, you're going to copy my books, you can also have a cup of chat with us as well. No pressure at all, as usual. That's what we teach. You learn a lot just by talking to us also, if you're open to it. Just don't be afraid of it. All right, last person, Steve, who do we have?

STEVE: All right, we're going to bring Jonathan on. And first I'll say before we bring him on. I thank Jonathan and everybody else today we have a large roster of people. So everybody's been very patient waiting for their turn. And it's always appreciated that they stick around in the greenroom. And I'm going to bring Jonathan on now to ask his question.

ARI GALPER: Great.

JONATHAN: Hey, Ari, well, I'll try to make it quick on you. So you can get out of here.

ARI GALPER: No problem.

JONATHAN: So classic. This is like the whole thing as this whole Stump Ari has been on cold calling. So let's finish with that.

ARI GALPER: Sure.

JONATHAN: I'm mortgage. I'm in the United States mortgage broker, looking to really expand on working with divorce attorneys, and also real estate agents.

ARI GALPER: Interesting.

JONATHAN: A lot of times, real estate agents just look at us like, 'Okay, you're just tick, tick, tick, tick, tick.' And I my special niche is I'm a problem solving loan officers. So the a paper, you know, give me the problem, you know, but in order to explain that I need to get in front of them. But based off a phone call, it's like, you know, you're just another lender.

ARI GALPER: Right.

JONATHAN: What are your, you know, what are your thoughts, cold calling? You know, all of that kind of fun stuff?

ARI GALPER: Are you making phone calls now?

JONATHAN: Yeah.

ARI GALPER: And you mention lawyers, what's with that? What's the niche around that?

JONATHAN: Yeah, so I'm a, I have my certification in divorce lending. So I'm, you know, so if you're going through a divorce, and you know, you come to me first, so we can kind of start working on your real estate, you know, kind of just looking at it and say, 'Okay, well, who wants to keep the house? You do? Great.' 'Do we qualify or

not?' I preserve the FICO score, and homeownership and just kind of all of that for...

ARI GALPER: You know what? That leads itself first of all, that's very niche. And I liked that because that could become a category of one model, where I think that deserves for you to create a trust asset around that. A trust asset can be a mini book, not a book on for sale at Amazon with just a small little booklet, around the top 10 issues that you address on this topic.

And it will be targeted to divorce lawyers. So the top of booklet would say, 'For: Divorce Lawyers who have clients who will be disposing a property...' or whatever you it is the problem you solve. And literally inside this, every chapter addresses the top one a blind spot, or an issue that their clients grapple with, just to prove your credibility.

There are not answers in there, but problems and then you use that book as a free gift that you mail to these attorneys where you advertise a free gift in their niche in their associations they belong to, a channel they belong to, and that you fish them out of upon, but then ordering your book as a free gift, and then you have inbound leads coming to you.

That would reverse the whole process. That way you what you're doing is you're creating demand creation versus you chasing them without any context to your authority in your space. Because I think that lends itself very well to what I call category of one marketing.

JONATHAN: Okay, that's awesome. That's, you know, my hopes was to use the divorce. You know, if it turned into a home sale, boom, real estate agent. So there's my warmly transfer, kind of big old circle here. And, you know, so that's, that's fantastic.

ARI GALPER: And you can even use that. You know, you could do, use the same asset that you create, but change the cover, to say For: Real Estate Agents who are working with divorcees on their property transactions. The same device, just changed the cover, and just go after both niches.

JONATHAN: That's perfect. Problem solved... Get out of here.

ARI GALPER: Take care, Jonathan.

JONATHAN: Alright, thanks, Ari. I appreciate you.

ARI GALPER: See you later. Bye bye. All right, we are signing off for the Stump the Guru Show. And hopefully it'll be a great year for everyone who's listening and watching.

Please come back next month. Listen to the podcast, engage with us. Order my book at unlockthegame.com. Click the button for a free consultation. No, there's no bait and switch on that at all. You'll see for yourself. Don't be afraid of that process. Engage. Reach out if you have a problem. We're here to help. And we'll sign up for now. See you next time. Take care everyone.

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.