

# 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, and welcome to Stump the Guru. We are back again for another Q&A session, Stump the Guru process. My name is Ari Galper. I specialize in trust-based selling, how to build trust with people in your sales process, compressing it to ultimately one conversation, to really build deep trust with people in a way that never has been done before. And I'm glad you're here because there is a live show we had once a month.

People from all over the world come in to ask questions. And it's your chance to bring your toughest sales challenge you have right now, objections, chasing somebody, email not working. Anything right now has broken your sales process you can bring here live on this call. If you want to ask me a question live, just go to [stumptheguru.com](http://stumptheguru.com). Click on that link. Go to that website. It'll take you right to the greenroom. And Steve will talk to you on the background and keep you and he gets in line to ask me question.

So again, this is Stump the Guru Show. And feel free to jump on and ask me a live question. Again, go to [stumptheguru.com](http://stumptheguru.com). The theme for today, I try and pick one once a month, is this idea of how to deal with objections. Typically, when we hear objections, our response has always been a fight or flight response. Either we overcome the objection or we passively move back away from it. And the problem with that is if you try to overcome it with someone, when they're telling you something is true, you break trust with them.

So our unique approach to handling objections is not to overcome them. Instead, the goal is to defuse them, to bring the walls down between you and them to open up the conversation again to reengage to preserve the relationship during the sales process. So there's languaging that you can use that we can talk about today, if anyone on this call has an objection that you're hearing a lot of.

And you'll notice that the way we handle things is based on what we call trust based languaging words and phrases to use that defuse the tension that don't put

you in a sales position with someone and lowers resistance along the way. So that's kind of the theme of today. But happy to take any questions at all out there in the audience around your sales process, the challenge that you have. So welcome to Stump the Guru. We'll get the show going and Steve who do we have waiting to jump on in.

**STEVE:** Alrighty. Now one other thing to mention and I don't know if we mentioned it yet. But for everybody that's out there that likes to listen to the show as well. The podcast of the show edition is now going to be released every week. So we've got new episodes coming out all the time. And for people who've enjoyed watching this and participating in it. You can also now put it on your phone and listen to it while you're taking a run bike, whatever you're up to, you know, I walk my dog and let's...

**ARI GALPER:** That's right. We're on Spotify. We're on apple. These are now a podcast. So if you can't be here live, then yes, for sure. Thanks for reminding me about that.

**STEVE:** Yeah, so it's good, but people need to know. So first up today, we have Martin Schuster, I'm going to bring Martin in. Hey, Martin, how are you today? If you could let everybody know a little bit about you, who you are, what your business is and bring yourself into the audience. That would be great.

**MARTIN:** Yeah, hi, thanks. Yeah, I work in the immunology field. So we provide solutions for immune monitoring. And I was recently at a trade show up in Canada, and was presenting out of my booth showing our solution. And I do have a question about that.

**ARI GALPER:** Sure.

**MARTIN:** Whenever I can ask that question. That would be great.

**ARI GALPER:** That's fine. Feel free.

**MARTIN:** Okay. Yeah. So I was, you know, talking to some to a person that introduced herself, and she said that, you know, she was using one of my competitor products. And I said, 'Oh, that's great.' And then she asked, 'Well, tell me how you're different to your competitor.' And I said, 'Well, you know, I don't know too much about the competitor, really.' And she started seeming a little bit annoyed. And I said, 'Well, are you happy with what you're currently using? And tell me a little bit more. How long have you had it?'

And she said that 'Yes, she's happy. Um, you know, we've had it for very recently.' And I said, 'Okay.' Well, you know, based on the... we had a few more exchanges

and then as a basic information, it seems like we're not a good fit with a smile on my face. And she kind of seemed to not like that and just, you know, kind of walked away from it. So I was a little bit left out in the open. So, yeah.

**ARI GALPER:** Well, here's what you do. When someone tries to compare you to somebody else. What you do is you redirect the question away from the solution options to their problem. So when she says to you, 'How are you different than everybody else?' What you want to say is, 'It might be helpful if you wouldn't mind, walking me through what the specific issues are, and problems that you're trying to solve. And I can tell you if we're a fit with you or not, so it's less about you being compared to somebody else, and more about the problems that they solve.

I have people even talk to me and say, 'Ari, how are you different than everyone else out there who teaches sales?' And my response always is, 'Well, walk me through what your challenges are right now.'

**MARTIN:** Yeah.

**ARI GALPER:** They all laid up and help you or not, and then they immediately switch to talking about themselves. And then now we're off the conversation of how you're different.

**MARTIN:** Okay, that makes sense. Got it.

**ARI GALPER:** Awesome. Alright.

**MARTIN:** Thank you.

**ARI GALPER:** Thanks so much, Martin. Come on back again if you'd like. No problem.

**MARTIN:** Okay.

**ARI GALPER:** Take care. All right, welcome to Stump the Guru. We're live right now global. If you have any questions you want to ask me live right now just jump on your computer. Click on Stump the Guru. Go to [stumptheguru.com](http://stumptheguru.com). Have your camera ready to go, your audio, you can jump on in to ask me a lot of questions, anything you have right now, that's holding you back your sales process.

If you'd like to jump on for a live private consultation, go to [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult). As Steve mentioned, these show recorded are now in our new podcast called Stump the Guru. You can get at your favorite podcasts location, Spotify, Apple, wherever you get podcasts. You download and listen to the previous shows. So Steve, who do we have next to the wings here?

**STEVE:** Alrighty. Up next, we've got Bob Donovan, I'm going to bring Bob in right now and glorious palm trees in the background. Hey, Bob.

**BOB:** How are you doing guys?

**STEVE:** Tell everybody about yourself. And then your question for Ari. That would be a fantastic thing.

**ARI GALPER:** Hi, Bob.

**BOB:** Hi. How are you doing?

**ARI GALPER:** Good.

I'm down here in Sarasota, Florida. I'm on the Board of Directors of an outfit called Mary's Feed the Hungry. And we cover two different counties, Manatee and Sarasota. Our challenge is a little bit different than other people's. Other people have a product to sell, or a service to sell. We don't. We go and beg for money, which is not a good look. We offer. We pick up food and donations and things like that, that we facilitate with about 33 different food banks.

So we're looking to increase sponsorship, donations, like every other not for profit. And what we're running into a fair amount is we have a big 800 pound gorilla as a charity that's tied in with the feed America and all that sort of thing. And we're a relatively small, boutique charity. So we hear things like well, I gave already gave money to the big mega outfit.

And the donors from what I can tell, they want to know that their money is going to have an impact. And it's going to reach lots of people. And they're going to have a big reach. And with 35 outfits. It's a little bit of a challenge to say well, yeah, but we're a boutique and we don't spend a lot of money. We're all volunteers. So we don't have the big building and all that other kind of expense.

**ARI GALPER:** So okay, so I think the real key for you, Bob, are you the one doing the outreach yourself?

**BOB:** Pretty much. Yes, sir. Because I had the opportunity and privilege a number of years ago to take this sales course called Unlock the Sales Game or something like that. I seem to recall. It was working. Yeah. It's excellent.

**ARI GALPER:** Good, good.

**BOB:** Well, now I'm trying to apply it here after this airing.

**ARI GALPER:** Of course. Well, let's grab some nuggets from the past. I think one thing for you, we're always going to be obviously the classic which is 'Would you be open?' Right. So if you talk to a donor, I'd say 'Would you be open to considering allocating some of your donation funding, you know, to a group of us who are volunteers who make typically a huge difference with people and this case, your dollars will not be going towards overhead, which typically happens with the larger organizations that you probably used to. Our organization is volunteer only the majority of the dollars that you would providing would go directly to people who are hungry and need the food to survive. Would you be open to that?'

**BOB:** Okay, excellent. Excellent.

**ARI GALPER:** So really, I think for Bob, it's about you presenting a proposition, they cannot refuse unless they're just heartless. But I think by using the languaging, again, "Would you be open?", and you saying you're volunteers, but your impact is typically twice as high is typical organizations, yet you have half the overhead so more of the dollar can make a difference for people. That's really a frame. It's hard to refuse for somebody who's used to donating money. You know, I'm trying to say?

**BOB:** Yes, yes. Excellent.

**ARI GALPER:** What would they say back to you as an objection that would you typically might hear, for instance? If you did...

**BOB:** You do great work. But I'm really not ready to do it at this time, you know, the usual that I've got to run it by the executive director of the board....

**ARI GALPER:** Okay.

**BOB:** And I'll get back to you.

**ARI GALPER:** So when you hear that, any objection like that, the response is always going to be this. It is, 'That's not a problem. That's fine. No problem at all.' The first thing is you diffuse, you bring it down, then you might say, 'Would you be open to just start on the very small donation that will make an impact to one person and their lives? And I can simply document to you how that goes. And that goes, well, you can bring that to your board that we have a story to tell. Would that be okay? Would you be open to that?'

**BOB:** As they say in the street, you demand.

**ARI GALPER:** Okay, Bob. Registry again, come on back again. Okay.

**BOB:** Will do. Thank you. Ari.

**ARI GALPER:** Talk to you soon. Bye. Bye.

**BOB:** Bye.

**ARI GALPER:** Okay, welcome back to Stump the Guru. We're having interesting variety of questions today from a nonprofit to a trade show moment. And I'm sure you all watching listening always have moments, sales moments, when you're wondering what to do what you'd have said better; you missed something; you're chasing someone that's not converting, big pipeline, low conversion. What's the gap? Here's we jump on, ask a question and get your answer for you.

So welcome back, and we're going to jump on and ask your question, go to [stumptheguru.com](http://stumptheguru.com). And we'll catch you live right now, and Steve, who else we have back there?

**STEVE:** Alrighty, up. Next, I'm going to bring on Thomas Shaefer. And Thomas, if you can unmute yourself, I see you're muted. So just make sure you're on mute. And if you could let everybody know a little bit about you, and your question, for Ari, that would be great.

**THOMAS:** Hi, there. Hi, Ari. Thomas Schaefer, and I'm a financial advisor, financial planner. And a recent convert to Unlock the Sales Game. So question I have is, you know, despite how good we might get with our languaging, we're going to end up with some people that the answer is it's a no, but it's not a no, forever. It's a no, not now.

So my question is, is interesting, the objections where the key here today is, what are some questions to test that, that, in fact is that's all it is? It's a no, not now. And then what would be ways to let that go, but not end up with the ghosting issue?

**ARI GALPER:** Yeah, yeah. So the key behind that, Tom, is, what's the truth behind the no? What are they really saying? Are they saying no, it's not a priority to solve my problem right now? Or no, I'm not interested in what you have to offer. So we don't know what the no even means. Well, we had to get behind that and get the truth behind the No. And now typically, if we're going to hear no, from someone, we do this, right. It's got to be No, I don't want to solve my issue.

Not 'No, I don't want to buy your product.' So it all depends how you start the conversation. But what I would do to reframe this, if you're hearing 'No, now's not a good time.', what you can say back is 'No problem at all. I'm just curious.' That's

the bridging phrase. 'I'm just curious. Is it important for you and your family? Is it a priority for you to have your long term in here and you know, health insurance coverage, make sure that gap is closed in case something happens to you in the event, but a situation that comes up you wouldn't you know, you will be what surprised you health wise?'

Like yeah, kind of got to go back to the problem. And they got to say to you 'No, it's not a priority.', then you know, it's a real no, because they don't want to solve their problems. So the real goal here is to sift out whether the no is a no to solving their problem, or the no to them being sold a solution. It's a slight delineation between the two. But that all comes from the initial conversation that got us there. So obviously, I can't hear the previous calls. But that those are some ways to think about this. Does that kind of help a bit?

**THOMAS:** Oh, yeah. Thank you.

**ARI GALPER:** Yeah, no problem. Tom, great to see you again. Always, always welcome back.

**THOMAS:** Thank you.

**ARI GALPER:** All right. Talk to you soon. All right. So we are on a roll here with Stump the Guru. We usually have slots for three or four people that come under this segment. If anybody else wants to jump in to ask a question, go to [stumptheguru.com](http://stumptheguru.com). Jump in live, if not, we'll see here every month, at the same time channel, and it's your chance to really bring anything you're working on that you feel stuck with, that can make a difference. And you want a different perspective, from a trust-based perspective.

If you don't have our book, *Unlock the Sales Game*, you can pick that up at [unlockthegame.com](http://unlockthegame.com), also with a consultation that comes along with the book. So we're here to help as much as we can. Again, if you're watching this live, you will also know the recordings of these will be in our podcast, and Spotify, Apple, you can download, listen to in the car, exercising, wherever you're at. Steve, anyone else we have in the wings out there.

**STEVE:** So we're going to go two for two, month to month where we bring somebody back for a second question. So, as everybody knows, there's a private chat on the back end when you come to be on the show that I helped navigate with everybody. And Bob has a second question. So we're going to bring Bob Donovan back on.

**ARI GALPER:** Beautiful Bob, welcome back.

**BOB:** Well, thanks. What we're attempting to do, and I'm looking for a little bit of sales input.

**ARI GALPER:** Sure.

**BOB:** Haven't had an objection yet, because I haven't asked a question. But we've gone out and we started to interview some shakers and movers in the area. And we're putting them in the can for a podcast, no charge to listen to the podcast. It'll be about a half hour of local dignitaries, philanthropist, people of that nature, giving motivational stuff, how they came to this coast of Florida, etc, etc. We have 6000 people in our database that have been donors and things of that nature through the years, a bunch of them on LinkedIn and things of that nature.

So what I want to do is to use that as a way of going out and getting a sponsor and saying to a sponsor, 'You know, you're giving all the time everybody's coming around begging for money. And what are you getting out of it besides a good feeling? I'd like to give you eyeballs. Would you like to rent some eyeballs from us?' Kind of using that approach. In other words, 'I'm not asking you for money. I'm just saying why don't you divert some of that we do advertising expense allocation over to us. And you throw a couple of 100 bucks at us every program.'

**ARI GALPER:** Oh, so you're saying you want to do a podcast. Your guest you want to be donors. And you're asking the guest to pay you to be on the show.

**BOB:** No. Let's say I've got six 6000 people. So I say to the car dealership, you know, everybody thinks the newspaper. They look at the headline, they throw it away, because it's all bad news. And you're spending a ton on that. I've got 6000 people driving around right now. And their cars have fallen apart. Oh, do you want to sell them a used car? You know, or whatever? Imagine if you could get their ears in.

**ARI GALPER:** Oh, Okay. Okay.

**BOB:** Yeah.

**ARI GALPER:** So you're basically selling advertising to your audience?

**BOB:** Yeah.

**ARI GALPER:** Okay. Okay. So that's pretty straightforward. That's a pretty straight line of sight. So...

**BOB:** Okay.



**ARI GALPER:** If you do engage a guy who runs a car sales organization or anybody else, it's simply a straight shot in is 'Would you be open to putting your name your business, your story in front of 6000 potential clients? Would you be open to that?' 'What do you mean by that?' 'Well, we have a listenership of 6000 people on our podcast, and we're always looking for CEOs, entrepreneurs who want to tell their story and at the end, you're happy for you to offer some kind of next step in the process.

It would expose your business to 6000 high net worth donors who typically, you know, have excess funding to pay for things. Would that be something you'd be interested in exposing your business to our audience?'

**BOB:** Excellent.

**ARI GALPER:** If it's a match, they'll jump on it. If it not a match, they won't. So that's probably be the most simplest way of approaching that I think Bob.

**BOB:** Okay, great. Thanks again.

**ARI GALPER:** All right. Good to see you again.

**BOB:** Right.

**ARI GALPER:** Okay, I think that will bring the show to a close. Thank you so much for joining us today on Stump the Guru. We're here live once a month request recording on podcasts now, just during the month write down a pad of paper next year, your phone or computer any issues that come up in your conversations that you would love an answer for in terms of trust-based languaging and trust-based approach, and we hope to see you soon.

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](http://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](http://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 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.