

# 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 our next episode, this episode of the Stump the Guru show. My name is Ari Galper. And I specialize, as you might know, and trust-based selling. I have been doing this for 20 years now and can't believe it, the same exact niche for a long, long time. And I'm so glad to be here. If you're new to the show, this is a chance to bring me your toughest sales challenge live here and get some free coaching, consulting, new ideas, new perspectives to go back and implement right away.

We usually have a long list of people who come into this call to grab my attention. We only have 20-30 minutes. So those who come in first will be first in the queue. And today's theme, by the way, you can ask whatever question you'd like. But I like to do the theme if I can every month. And today's theme, as you probably you saw on the posts is the concept of objections, how we're taught to typically overcome them, and our usual responses fight or flight.

We've been trained by the traditional gurus and sales process in the past when we get people giving us resistance, we have to overcome the resistance. But our whole trust-based sales approach is all about diffusing resistance and re-engaging again. And if you have some of the questions today about your objections, I'll give you some of our trust-based languaging. And some of our approaches for how we go about defusing objections. And so that's the theme of the show today.

Again, this is all about you, and me helping you create new ideas to execute in your process to get a result. If you'd like to have a one-on-one private chat with me, the link's at the bottom there, just go to [unlockthegame.com/freeconsult](https://unlockthegame.com/freeconsult), apply there. And we'll have a chat privately. But other than that, it is your chance to stump the guru, as I say for fun.

And if you want to catch the episodes from the past shows, just go to [unlockthegame.com](https://unlockthegame.com) at the top that says Stump the Guru, and you can see the previous episodes and with great feedback on the show. Because not many people

are willing to go live without a net and do live sales consulting like this without any preconceived notions. So let's get started. My co host Steve is in the background getting everybody lined up in the green room to jump on in and get their questions answered. So Steve, who do we have first to go?

**STEVE:** Alrighty. Hey, what's happening everybody, we are ready to rock. We've got a bunch of people lined up and first off is going to be Jerry. Jerry is going to come on right now. And he's going to let you know a little bit more about himself. He should be popping his camera on any second now. And it looks like...

**JERRY:** Is it on?

**STEVE:** Yes, your camera's still black though. You need to click on the little icon. It should be down there.

**JERRY:** Stopped cam.

**STEVE:** That could be a start...

**ARI GALPER:** Almost there. Why don't we pull him back in once he's got the camera working and will...

**STEVE:** No, no, no worries. All right. So Jerry will give you a couple of minutes to get sorted if you want and I'll send you my email and I'll try to help you offline while we get keep things going.

**JERRY:** Thank you.

**STEVE:** All right, no worries. Alrighty, so up next we have Bob Kurtz. So I'm going to bring Bob on Hey, Bob, how are you today? And Bob's going to tell us his problem and stump the guru.

**BOB:** Doing just fine. How's everybody there?

**ARI GALPER:** Hi, Bob. How are you?

**BOB:** I'm good. How are you doing Ari?

**ARI GALPER:** Good, good. Like maybe share with the audience a bit about what you do. And your background and your question today.

**BOB:** Okay, I mean, digital marketing, which can kind of fairly broad scope of what we do, you know, websites and stuff. But digital display advertising is kind of what I

approached this company about, and we're able to really effectively target their correct audience and stuff.

But I got a couple of other objections from when one 'Jeez, your price is really high.' And of course, the first instinct is always to say, you know, compared to what are those types of things. And then the second one, they said, 'Well, we don't have the budget right now.' And I'm going it's March 22. But I guess people do have the different times here that they do their budgets up.

**ARI GALPER:** Right, right.

**BOB:** Those are kind of the two that I have around...

**ARI GALPER:** But those are pretty classic ones that most people who are out in the field are hearing a lot, especially now that we're living more in a commoditized world where the customer can't discern between the best choice for them. So they assume everyone's it's apples to apples, and they believe they're shopping for the same thing to everyone. And they typically use his objections to kind of, you know, make you negotiate or respond.

So let's go through each one of those. The first one you said to me is, your price is too high. And that's a classic one. And typically, when we get that, from the old mindset, our responses to defend ourselves, explain why we're better while we're worth it, or else come up with a classic response with what you pay for what you get for or what were you thinking, and you know, what would work for you, and then we either defend ourselves fight, or we flight.

We pull back, we try to negotiate down, because all we know to do when we infer resistance, is either overcome it, or pull away from it. And then we get stuck. But remember, our goal, our process is to always be building trust with people and always defuse the pressure throughout the entire conversation. So here's how we handle this. This goes right from our materials and programs, when someone says your price is too high, what we say is this, we say 'Your absolutely right. Absolutely right.'

Now, there's more, don't worry, just hang on. 'You're absolutely right.' And here's the operative word, 'It can be perceived as high, if you haven't had a chance to actually go out and use our solution to get the result. And you're right from the outside and it appears that way. But would you be open to a different perspective, or some different ideas on how we can address your issues, build a case for this, to make sure you're getting an ROI to make it to help you justify that, would you be open to that?

So what I did there was I diffused and I reengaged. You see, if you try to overcome it, you immediately break the relationship that you're trying to build there, you break that trust, and now they're in the game with you. And we're trying to unlock this game and break out of it so they can feel that we're not going to defend ourselves, but we're trying to connect with them.

And the other one, you said, Bob, was one run the budget, which is also a classic one on one with people hear a lot they hear it in terms of we don't have the money or we don't have the budget. You know, and the typical response to that is, what is the typical response? How would you respond to that if someone says you were not the Ari material, but how would you pre-Ari respond to that if someone says to you, 'You know, we don't have the budget?'

**BOB:** Well, I guess one of my first questions would be 'Well, when is your budget? You know, good till when? When is your budget available again to look at your new spending?' I guess.

**ARI GALPER:** Right, right. So we typically work off of what they say. So what I would said in this approach here with our model is if someone says you we don't have the budget. And first of all, we don't know what the truth is behind that. One, maybe they do. Maybe they don't. Two, maybe it's way for them get you off the phone. Three, who knows, we don't even know can be small screen for lots of things. Right? Our goal here is to get to the truth. So we know where we stand.

So in this case, if someone says we don't have the budget, what I might say is this, I might say 'Most of our clients don't have a preset budget for this. Because budgets are typically for things that people already know and already use. When they're using new purchases, or they have to kind of justify something new. Would you be open to us figuring out a way to build a business case for this to see what the return on investment is so you can easily justify getting funds for this? Would you be open to that?'

So I'm not accepting their premise in the process, because I know it could be a smokescreen. I don't know the truth but I'm trying to get to is, one is their priority, two, are they serious about this, and three, if it is can they get the funding to solve the problem that they have. Because so many of us get stuck in that. 'We don't have the budget now we're like, shoot, budget now what do I have to do?' So, I just consider those ideas and try those Bob and see how they go. okay?

**BOB:** Perfect. Thanks, Ari.

**ARI GALPER:** Thanks for coming on.

**BOB:** Okay.

**ARI GALPER:** If you're new to the Stump the Guru Show welcome. We're now live. This is my once a month show where people can jump in around the world to ask me live sales questions based upon a trust-based mindset, a different approach that you might be used to. And what we find that people who come and work with us or talk to us in this format, leave with new ideas, new answers, new solutions, they don't usually get at work, or get in traditional books or get anywhere else other than here in this live show. So Steve, who do we have next in the queue?

**STEVE:** Sure. Well, the next person coming up can't say that he's a first time caller. So I'm going bring on Antonio Kenyatta. What's up, Antonio, how's my fellow New Yorker doing? Hold them... again.

**ANTONIO:** Terrific.

**STEVE:** And today, so I'm going to bounce him, let Antonio take it over.

**ARI GALPER:** Antonio, welcome. Good to see you again. I'm glad to have you back.

**ANTONIO:** Thank you Ari. So I guess do I need to say something about myself or I should just jump into it?

**ARI GALPER:** Look, let people know what you do briefly. And then just open your question, no problem.

**ANTONIO:** Sure, again, Antonio Kenyatta. I'm a financial advisor, and I target those in the medical field. And so my question to you is sort of twofold. I got sort of an outline that I want to run by you and get your response to either one situation. So the scenario is, Dr. A's referred me to Dr. B. And he says, 'Call him Let him know, I referred you.'

**ARI GALPER:** Okay.

**ANTONIO:** And so. So, you know, like, and then the second. So I want to get you a response on generally, I'm getting a he's in a meeting, and can I get your information?

**ARI GALPER:** Sure.

**ANTONIO:** And I have those, then, the next thing I'd like to just get your feedback on is, assuming I get out to be on the phone, I have a sort of an outline. But I'd like to say to him and sort of get your critique on both of those.

**ARI GALPER:** Sure. Sure. Let's back. Let's back up for a second here.

**ANTONIO:** Sure.

**ARI GALPER:** Let's start from the beginning. So you always, you know me, I want to go back to the original source of the question. So you're saying that one doctor refers you to another doctor and he says, 'Here's his number, give him a call.'

**ANTONIO:** Correct.

**ARI GALPER:** So I'd stop right there. And say to the doctor, this that the referring source, I'd say, 'Okay, would you be open to dropping him a note, maybe an email or voicemail to let him know in advance that I'll be calling so that he's not surprised by my conversations, we don't know each other yet? Would you be open?'

**ANTONIO:** Awesome.

**ARI GALPER:** So have him build the bridge first otherwise, it's still a cold call, because... the call. So that's the first thing I do to warm up that lane all the way through.

**ANTONIO:** Okay.

**ARI GALPER:** Then from there, when you do make that call, you can say, 'John, is Antonio here, I believe Chris may give a new call job, do note, but I'll be giving you a call around some of these issues, I might be able to provide some insights on.'

**ANTONIO:** Okay, and then. So in that scenario, so I've got two referrals and reached out to, I didn't do what you said at first, but I will go back to that. And so I get the assistant. And you know, I'm assuming they tend to get the database, because they come back after a couple of minutes. And I just said, 'Okay, well, thank you for the generosity of the time. You don't talk to him, Dr. A me to him. My name is Antonio. And here's my telephone number.' I don't...

**ARI GALPER:** What is this? When is... with the front desk even before you get a hold...?

**ANTONIO:** Yeah. Yeah. So I call and I didn't get a hold of them. But I got the assistant. And that's and so I know, she said, 'Can I get you information?' So that's...

**ARI GALPER:** Oh, no, no. So okay, when you get the receptionist, what you say is this, 'I'm hoping you can help me out for a moment. Doctor A referred me and suggested I speak to Dr. B. I work with Dr. A on the... Would you be helpful enough to arrange a conversation thing him and I.'

**ANTONIO:** Okay.

**ARI GALPER:** So you're working to schedule an appointment, not to get a hold of them right there on the spot.

**ANTONIO:** Okay.

**ARI GALPER:** Right, because they might be with a patient or something and then you're back to where you started from the beginning. So I used the referral as a way to schedule a conversation with him around from because the referral if that makes sense.

**ANTONIO:** Okay, that's great. Okay, that's perfect. And so assuming I get that, a meeting that appointment with the doctor. I kind of had like, you know, 'Hi, Dr. A. My name is Antonio and I was hoping you could help me out for a moment. I was referred to you by Dr...

**ARI GALPER:** Doctor A suggested that I give you a call, because I'm working with him on X, Y, and Z. And he thought you may have similar issues.

**ANTONIO:** Okay.

**ARI GALPER:** Are you experiencing the same issues as Dr. A? You got to anchor conversation on the problem, not on what you do.

**ANTONIO:** Okay.

**ARI GALPER:** Not what you offer, not what you sell. You got to anchor it around the problem that Dr. A has or the problem that you helped Doctor solve. So you got to word, the opening words, 'Are you experiencing XY and Z in your office or whatever you do?' Do you know what I'm saying?

**ANTONIO:** Okay. Yeah, so that I guess the only little caveat or twist to it is that both the two referrals are people in position once over a residency program, a national organization. And so doctors say, 'Hey, these people are very influential, and can get you in front of either the residents or the national organization.' So that's the angle I'm trying to go.

**ARI GALPER:** That's different. That's you attempting to get across lots of people.

**ANTONIO:** Yes. So, Dr. B.

**ARI GALPER:** Oh. Okay, so it's like a three hops, not two hops.

**ANTONIO:** Correct. Doctor A before I even get to Doctor B, who was...

**ARI GALPER:** First Doctor B and to a whole bunch of people.

**ANTONIO:** Correct.

**ARI GALPER:** Okay, so that would have changed a little bit on languaging, where you'd say, 'Doctor A referred me to you because he felt that your members or colleagues might find it helpful, that I have some insights around how to solve these problems.'

**ANTONIO:** Okay.

**ARI GALPER:** 'Do you think your members would find this helpful? That's how you bridge that lane.'

**ANTONIO:** Okay.

**ARI GALPER:** All right.

**ANTONIO:** That's beautiful. Thank you so much, Ari.

**ARI GALPER:** Glad to see you, my friend. Anytime, come on back here. Take care. Okay, thank you. See you soon. Welcome everyone back to the Stump the Guru Show. We're doing a live Q&A right now around the world. If you have a sales challenge, a sales issue, a sales objection, anything holding you back. If you have something you're chasing right now in your pipeline, you can't get a hold of the phone, you have an email just came in, you're not sure how to respond, anything you have right now where you're stuck.

This is your chance to get an instant answer to apply right to your situation, implement it and get a result. That's how fast things can happen for you. If you're open to asking questions and getting insights. My name is Ari Galper again, with trust-based selling, if you want to have a one-on-one chat with me offline privately, there is a link on the screen here to go to do that. Other than that, we'll see who else might be waiting in the wings here who might want to ask me a question. Steve, anyone else back there who's in line?

**STEVE:** Yes, we've got a decent house. So next up Jerry's camera issues have been fixed. And he's making his grand return. Here we go. Hey, Jerry, how's it going? If you could tell everybody in the universe here who you are, what you're all about? And then your question, for Ari.

**JERRY:** ... I'm in the personal lines, property casualty business, that's auto and home and toys, motorcycles, all of that sort of thing. I'm in the States, and we're experiencing some dramatic inflation. For instance, the value of used cars, people are buying cars. People are trading in used cars for more than what they paid for them.



**ARI GALPER:** Yeah, I'm actually aware of that situation. Yeah.

**JERRY:** And there's also a lot of trouble with getting parks, the parks are way more expensive. And so the inflationary environment is transitioning my business. And we need to do something a little bit different than we have before. Insurance rates from all of the different companies are bouncing around, you never really know where you stand, where in prior situations, we'd make a phone call to a lead. And we'd offer a comparison quote. And when we do that, now, a lot of times we're higher. Now that you know that will change over time. But right now I need to change what my people are saying and flip it more towards value than price.

**ARI GALPER:** Okay.

**JERRY:** But I don't know how to say that.

**ARI GALPER:** I see.

**JERRY:** A little bit of a script there.

**ARI GALPER:** Okay, so we'll give you some languaging around that and some conceptual ideas around this. So what you want to do is when you make those calls, you want to let them know once you introduce yourself explaining where you're from, you want to let them know upfront that your firm will never be the cheapest option in the marketplace because the cheaper options always have to cut corners, and you'll lose opportunity. And then once the day comes when you need insurance, you get in trouble.

So you're always to basically a mess, or you're taking the high ground here. So you have to kind of let them know in advance that you're not the cheapest, give them a reason why. The reason why is other providers are offered cheaper and cheaper options often have to cut corners to afford to do that. So we let you know in advance, and you have to ask first you have to say this, 'Are you okay with that?'

You have to first sell the idea of you not being the cheapest, you have to say, 'Are you okay with that?' Because certain people are okay with that. Certain people are not okay with that. That's how you divide out who's a fit, and who's not a fit, right from being in the phone call. Otherwise, what happens is you get a live person on the phone, you go to pricing and gets stuck in the whole race to the bottom of conversation.

**JERRY:** That's exactly right.

**ARI GALPER:** Right, it's probably happening to your people right now on the phone call because they're being pulled on a black hole around, you're not the cheapest one I don't want to talk to you. So what you do is you frame it from the beginning, as a filter system. So those who react as one to react are the ones you work with. The ones react, the opposite of the ones you disengage with. You have to be the one to select them. They're not the ones that select you. And also you want to get out of the quote business. What I mean by that is you don't want to use the word quote ever again, or comparative price or like that. You just talk about their uniqueness, and why you believe your best for them if that makes sense.

**ANTONIO:** Yes, sir. Thank you.

**ARI GALPER:** You're welcome, Jerry, good to see you. And talk to you soon. Happy have you back again. Take care.

**ANTONIO:** Thank you.

**ARI GALPER:** All right. So welcome back to Stump the Guru. We're live, getting questions here from all over the industries from insurance to financial advisory services. So I've just been doing this for 20 years, across every industry in the world, have consulted and coached thousands of thousands of entrepreneurs, owners of companies, professionals and sales. So I've heard most scenarios, but I'm always waiting for someone to stump the guru. So do we have someone else Steve back there who's up for the challenge to bring me their next challenge?

**STEVE:** Yes, we do. We have, but wait, there's more. Like Billy Mays, we've got Dan coming on. So I'm going to bring on Dan, and Dan's going to tell you a little bit about himself. What is businesses and then his question for you

**ARI GALPER:** Great. Come on in Dan.

**DAN:** Hey, Ari, can you hear me?

**ARI GALPER:** Yeah, sure. I can.

**DAN:** I got your Unlock the Game in 2004.

**ARI GALPER:** Really?

**DAN:** And when it was the CDs, and...

**ARI GALPER:** Wow.

**DAN:** Yeah, yeah. Yeah. And I love what you were saying then and we stumbled on you on LinkedIn just recently, and I saw video, I'm a coach. And I saw a video where you were talking about coaching and how I do discovery calls and you in this discovery call you, it's revealed the you know, what you call it was the iceberg. And when you said it, in this video, I'm going like, 'Yeah, but how do you what are the questions to get to the bottom of the iceberg and to get the truth?'

And, you know, they'll come in and all different kinds of ways. But are there questions that, you know, nail it down, focus it down to the truth in a real honest way that's effective? And maybe, you know, is it the same every time? Or do you how do you think about that?'

**ARI GALPER:** Okay, great question about what this is the core of my new book coming out, hopefully later on this year called the One Call Sale, which is a new level of system I created recently with my clients on how to compress the sales cycle into one conversation. So the iceberg is one piece of that process. And the iceberg is the beginning part of the conversation where your job is to peel the onion back to really go deep around their problem, because as you know, typically we have a first call with somebody, they give us what I call service level issues, just basic problems at the top of the iceberg that they want us to kind of provide answers for.

But really, the goal is not to go forward towards a solution. The goal was to go to amplify the issue, to have them own the issue. And make sure it's a priority before you go to the next step. So here are the questions you ask to begin to go down the iceberg. Okay, let's just assume was a zoom call. For instance, with the lead your coach, first call other business owner there on the Zoom call with you. You say 'Hello. Nice to meet you.' 'Nice to meet you as well.' And here's how you begin. By the way, there's no chitchat after that. No relationship building no side talk, no 'How's the weather? How's New York?' Nothing like that straight into this question because you're the doctor, they're the patient.

Here's what you say you say, ask permission. 'If it's okay with you, can we take a step back for a moment? And can you walk me bit through your background, your story, your current business model, and your challenges that you're working on right now? We'll go from there. Would you be okay with that?' You start there, which puts the ball in their court, then they start telling you about their situation, their problems. What would be one classic problem that you would hear from someone that you would imagine hearing from classic?

**DAN:** Can't get good ol?

**ARI GALPER:** Okay, can't get good stuff. Right?

**DAN:** Right.

**ARI GALPER:** So here's what you say, to begin going down the iceberg under that problem, you say this, you say 'Can you tell me a little bit more about that?' You just sit there. And you wait to let them begin to unpack and describe what they mean by that. And then believe it or not, they will just start talking, they'll start telling you I got bad people that whatever, then you're going to say this, you're going to next question is, 'How long has it been a problem for?' Next question, 'What have you done so far to try and fix this?'

Next question, 'What has been the impact to you and your business by not being able to solve this problem?' Last question, 'Is this a priority for you to finally address and solve once and for all, or something you're happy to address later on down the road? And I'm

okay either way.' Those are the levels of the basic questions, to peel back and unpack and go to bottom of the iceberg. Does that make sense?

**DAN:** Yeah. Yep.

**ARI GALPER:** What do you think about those?

**DAN:** Yeah, they've been used on me, you know, when I'm looking for coaching or help in that way, and they make a lot of sense.

**ARI GALPER:** Well, when you go to a doctor, and you say to them, 'My shoulder hurts.' He says, 'Let me take a look.' 'Ahh, ooh, ooh.' He says, 'You got to get, you need X ray right away. So I can see behind the problem, I can understand how to fix it. Because if I can't diagnose the problem, I can't write your prescription.' See in coaching and sales, what we do is we say, 'Oh, you got a staffing problem.' Our brain goes, 'Perfect, he's qualified.' 'I can help you with that. I got a coaching model. I've got ideas. I've got a one-hour session.'

We go right into solution mode. And it's over right there. You break trust. So we might want to talk offline one on one about this. But we can map this thing out for you with a roadmap that lays out exactly where to take the call. So you don't do free consulting, free coaching, over educate and at the end get, 'I want to think about it.', which is typical, what coaches usually get after their initial call.

**DAN:** Right. Right. One of the things that I've been trying to manage in these discovery calls is to get down to a more of an emotional level, you know, to get deeper than, you know, like, I just can't find good help. And it's all about, you know, like, what does it you know, kind of like, how does that affect? You know, like, what are the ways to make that make an emotional connection because, like, I sell other things too, and when I can make an emotional connection, it's sold. It's sold every single time.

**ARI GALPER:** Well, it's not just about making them emotional, it is about you, having empathy for them, and then feeling that from you. You have to emanate this feeling which is authentic of you actually caring for them. This isn't just a process. This is truly you having the bedside manner and empathy like a doctor who cares about the patient and wants to solve their problem.

And if I heard recordings of your calls, I need to hear what you're saying. But it could be that you're going through questions, but not feeling the love from you. But not feeling this sense of you been in their world with them and feeling what they feel. So a lot of this is not just about what questions to ask, a lot of this is about getting out of your world, and going into their world and staying in there as long as you can until they say to themselves, 'Man, this guy just gets me.'

**DAN:** Yeah, yeah.

**ARI GALPER:** You know, when you meet someone at a party, you say to yourself, 'She just like, she's got my number.' 'Just he understands me at such a deep level. He's my guy. He's the guy I need.' 'I don't care how much he charges.' See, people will pay you a much higher fee, or premium fee if you're the one that connects with them on a deep level. If it's just a

rote conversation, 'Hey, nice to meet you. What are your problems?' Then, it isn't happening.

**DAN:** Right.

**ARI GALPER:** And that's where you're losing them right there on those conversations.

**DAN:** Yeah, yeah, I believe that's it really is. And the sales calls that I have had been a part of where they were selling me, the ones that really worked, were the ones that I said, 'Yeah, that guy gets me. That guy asked me questions and got so deep, you know?' And it's like, 'Yes.'

**ARI GALPER:** Interesting, because you're so... intuitively and subconsciously, you know, what makes it work, but consciously, you're not doing it.

**DAN:** Right.

**ARI GALPER:** That's the transformation you have to make. It's a mindset shift that we have to work on to get you to shift away from your old things, your behaviors you're doing, and now that don't feel right to them. Because you're caught between two worlds, the way you've been taught to sell or how you've been selling, and what your intuition tells you is right. And that's the bridge we have to make.

So you're fully authentic with people and they can feel that you're not trying to move them to a next step anymore. You're just trying to be with them at a level that no one else has ever been before. And that's how you differentiate yourself over any other coach in the marketplace, it is by your approach, not your solution.

**DAN:** Right.

**ARI GALPER:** Because as you know, coaches become commoditized, a coach as a coach as a coach, right? Everyone liked him as a coach. So you can distinguish yourself. Here's the funny thing. And I'll and we'll end on this. They can't appreciate your value until after they're a client, because when they're a client, and they're paying you, you're doing your work, right. But before they're a client, it's not about value, because they can't appreciate it's about deep trust.

And that's the distinction most people who sell don't understand. They're trying to sell their value, educate their program, but the prospect's not thinking about that. They're thinking about, 'Do I trust him right now?' And that we have to dress to make this whole thing work. So hopefully, it's helpful for you.

**DAN:** Yes, it is. Thank you.

**ARI GALPER:** Great to have you back in the fold again, reach out and say hello. Okay.

**DAN:** I will. Thanks.

**ARI GALPER:** Take care. All right. Bye. Bye. Steve, who else do we... Welcome back, by the way, at the Stump the Guru, we got a roll there. And I love very complex, challenging scenarios wherever you're stuck right now, in your process, I most likely have an answer for you,

given my 20 years of doing this for a long time, but it's based on a trust-based perspective, not based on a typical sales model. So Steve, anyone else we have out there in the wings?

**STEVE:** Yes, it let's see if he gets his camera on. We've got Mark Kennedy. Let's see Mark, if you get your camera up. Yep, he's got his camera. Let's bring Mark on. Hey, Mark, longtime my friend.

**MARK:** Hey, Steve. Good to see you. I know. All right.

**STEVE:** You're looking good...

**MARK:** Ari, long time no talk. It's been what two hours I think.

**ARI GALPER:** Yes.

**STEVE:** I'm going to leave the two of you to ask your question and keep on going.

**MARK:** Yeah, so you know, I just wanted to say too for all people that are listening to this, I've had an incredible experience with Ari over the last probably 13 months. We've been working together and he's really transformed the way that I'm a financial advisor. And so we've had to go mainly virtual with everybody over this last couple of years due to COVID.

And so it's really about reprogramming my language and Ari has definitely taught me a lot of stuff that I otherwise would not have known. And I realized how terrible I actually was before. I know, Ari. Now I do feel a lot more prepared a lot better, but I still what really is nagging me and I know we have a conversation about it today is I think the other gentleman a couple before had said it.

So the problem I've been having is we get down to the roadmap that we prepared together. And we go through the roadmap with the person. And the problem that I always get is, 'Oh, you know what we're looking for two or three other advisors. I got three or four meetings set this week. And then we'll get back to you.'

So after I go through the roadmap, I've already presented the fee. How do I line him up back on another call to get them to talk again, so that we can solidify that on the calendar? So that 'Yeah, if you want to go and explore the two or three other people, great, but let's have the conversation about it.' How would you position on what's the best way that you would do that?

**ARI GALPER:** So does that come up at the end? Interesting.

**MARK:** It's been coming up...

**ARI GALPER:** Okay. So what I might say is this, if that comes up, that's resistance. We're looking at... to other people. I might say this, I might say, 'May I ask? What is your number one criteria that's most important to you that you feel is a requirement to find the person want to work with? What is that one thing?' See, that stops the whole thing, Mark, and

it puts the light shining lights on the light on them spotlight to have them think about what is it that they're really wanting someone.

That's not an easy answer. Because they think they're just shopping around. I'm shopping, having calls getting information. But when you ask that profound question, 'What is the one thing most important thing that will make the difference for you on the person you're looking for?' I would love to you that answer from them. Would that be so interesting to you that answer because hopefully something around someone we can trust, because that's what this is all about. And if it's something else, well, guess what, you'll learn something there that's missing in the conversation.

So it's not about trying to book them to the next session. It's about get to the truth behind that smokescreen of we're looking to other people. So as you know, our whole approach here is to stop the momentum, stop everything, call out what's not clear. So you know, where you stand at the moment. And that will bring out a lot of things you wouldn't have known before. And honestly, that would be the most interesting thing to hear what they say. In fact, try that. Let's see what they say. Because we can learn a lot from that.

**MARK:** So whatever their answer is, how do you then position it from from there in order to...?

**ARI GALPER:** Okay, so whatever their answer is, I'd say that 'I really appreciate that. Is there something that I'm missing from today's conversation that you're missing from me that you need to meet that criteria?' We're searching for the gap, Mark, we got to find out, what is it that they need to say yes now? Why the shopping trip? Why haven't they chosen the other two people before you? You see if we know that criteria that you can say? Do the other folks have that? I guess not? That's why you're still here, right?

Like, I'd rather address that right there and then. And then we'll take it from there based upon what you hear from people. But I guess the big idea here is call them out in a nice way that engenders a conversation to learn more about what's on their mind.

**MARK:** So versus having to chase them now after the call, you know, because let's say they don't make a decision on that call and we still ask them that question, what's the best way to go ahead and to get them?

**ARI GALPER:** Well, you ask them the question, they give you the answer, you bond and say, 'Is there anything I could do to close that gap for you?' They tell you whatever. And there's a moment of bonding, then when you ask that question, by the way, because it's very profound.

Once they give it to you and you feel like you have some mending there, then you say this, you say 'Would you be open to us scheduling another conversation so I can answer your final question to be available to you because I typically work only by appointment only. We don't follow up with people. We don't chase people. We want to be there for them to give them their full attention. Would you be open to that?' There'll be some respect in that Mark if you say it that way.

**MARK:** Okay.

**ARI GALPER:** And it is the tone, that you're not going to chase them as well.

**MARK:** Alright.

**ARI GALPER:** ... either, you know?

**MARK:** Alright. Yeah, that that makes sense. That makes sense. Okay.

**ARI GALPER:** Cool. Good to see you, Mark.

**MARK:** Good to see you. Thanks.

**ARI GALPER:** Take care. Bye bye.

**MARK:** All right.

**ARI GALPER:** All right, welcome back to Stump the Guru. Got some interesting questions coming in from all different folks, the clients, people on LinkedIn who found me just right now live, people around the world that jump in. People do come in a lot to get some answers and you're here for that. Do we have anyone left out there, Mark? Sorry, Mark. Steve, who wants to jump in and ask me a one a question, final question.

**STEVE:** Well as the late the medium lady in the movie, The Poltergeist said, this stream is clean. It's we're good. We've had a great audience today. And we're done for today. So we're ready for you to close on out.

**ARI GALPER:** Great. So thank you all for coming to our Stump the Guru Show. If you want to have a one-on-one consultation with me complimentary link is right there at the bottom of the screen, [unlockthegame.com/freeconsult](https://unlockthegame.com/freeconsult). We can talk through your sales process, put an X ray machine on it and identify where the holes are, give us some ideas to to pack everything up and get out to the market again, and get back on track. So thank you for coming to the show today. We'll see you next time. Ari Galper signing off. Take care everyone. Bye for now.

We hope you've enjoyed this month 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](https://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](https://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.



