

# Stump The Guru

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

**ARI GALPER:** Hello, everybody, and welcome to the Stump the Guru Show. We are here for another monthly show. Welcome if you're new to our show here Stump the Guru. My name is Ari Galper specializing in trust-based selling. This is a live show where you can get virtually all your sales questions answered, challenges that you have right now that you're dealing with, chasing ghosts, can't get a hold of somebody, anything you have right now in front of you sales related.

Bring your questions here live on the show. And I'll be able to give you some answers, coach you, you can try and stump the guru, as we joke here at trust-based selling. So welcome. I see people already queuing up to ask questions, which is great. If you're new to our world, we specialize in this area called trust-based selling, which is all about how to connect at a deep level how not to chase people anymore, how to increase your fees and prices, how to be able to build the trust with someone when they say themselves, he or she just gets me, she just understands me.

If you're getting a lot of 'I want to think about it, sounds great, send me information', and they're not calling you back after a great conversation with them there's something's going wrong on your end. You're losing them somewhere. And it might be that you're fact-finding too much. You're not building trust instead. And the whole world has shifted as you know, the last two years. So if you're still operating up the model of 'know, like and trust' where they know you and like you, you become friends, and then they trust you, then they buy it from you, good luck.

Unfortunately, what you will discover is that things have shifted. And interesting enough, I told the client this morning, that in many cases, your potential clients don't even have to like you to work with you, as long as they trust you. And that's the dividing line put in the stand today to separate rapport from real trust. So our theme today, as you probably saw in our previous show information is the concept of going down the iceberg versus moving somebody forward. And while probably

theme some of that my answers today to all the questions and thanks for everyone coming in. right now. I can see you in the queuing up.

The whole concept behind that comes from my new One Call Sale book coming out next year. And when I'm now coaching consultant, my clients with about, which is how to be able to go below the iceberg when I mean, I spoke with people I mean in your sales process, when they asked you a question, or they mentioned their issues to you, and rather than respond to the issues, you instead unpack them. You go below the issues and you ask questions around, you know, 'Tell me more about that. How has that been a problem for? What's the impact of the issue?' And then finally, 'Is this a priority for you to solve or not?'

This is going down, not going towards a sale, which is very different. We've been taught over the years, our job when we hear them tell us their problem, our job is to qualify and move them forward. And that is wrong. Because when you do that and don't build trust with them first, by really going inside their world for a while, amplifying and understanding what their issues are and helping them understand the gravity of their problem until the point of them owning it. And you're not really building trust with them. You're just moving them forward towards the sale.

And that's where it all breaks down right there. When they say things to you at the end like 'That was a great conversation. Thank you so much. Let me think about it.' And that's where you start chasing people. And that's where you've lost the opportunity. So the whole concept is you don't try to move people towards the sale anymore. Instead, you go below the iceberg, unpack their issues, so they can feel that you care about them.

You know, when you go to a party, you meet someone and you said yourself, 'I just feel like he understands me or she understands me.' That's what deep trust is, not rapport, but a deep feeling of that you understand them. That's the whole theme of today's topic so let's get back to the show. Again, welcome if you're new to our show here, if you want to ask me a live question, come on in now get in the queue. Just go to [stumptheguru.com](http://stumptheguru.com). Click that. Go to that link. It'll take you right into the queue.

Steve in the background will welcome you. And we'll get you into the show and this chance asked me a question. I'll give you a live answer. Go back and get the results. Come back and tell us how you go the following month. Okay. Let's see, Steve, who do we have first waiting in the queue here/

**STEVE:** Alrighty, here we go. Welcome, everybody. We're going start off with the ultimate Rockstar Ago, we're going to bring him on right now. He's It looks like he caved a little more than I haven't. So we've gotten a full 180 here. Hey, Aga. What's up?

**AGO:** That's good. And yeah. And it's funny. You're saying that because I'm mellowing out. We couldn't find all the musicians. So we're pairing down? And it's going to be Billy Joel and Elton John. That's what we're doing. That's...

**ARI GALPER:** Right.

**STEVE:** ... man, I'm going to leave you with, Ari. We'll talk about music all day.

**AGO:** Okay.

**ARI GALPER:** Thank you, Steve. So, Ago, thank you. Maybe let the audience know what you do. And then what your question is.

**AGO:** I'll do that. I'll be right to the point. So I've got a couple of decades of experience as a financial security adviser. So it's mostly really insurance, life insurance, disability insurance, critical illness insurance. And I'm pretty, I've become incredible in group insurance too Ari. I've really got a great offer there, too. So some things are going to come up today that maybe we won't, you know, we'll leave room for other people. But we can pick them up maybe on the mindset call or whatever.

**ARI GALPER:** Sure.

**AGO:** But specifically, I've been approaching people on LinkedIn, and doing some messaging. And of course, I'm getting some messages back and they fall into a few buckets, surprise, surprise, right?

**ARI GALPER:** Right.

**AGO:** Like, some typically, you know, they'll say 'We're taking care of right now. But thanks for reaching out.' So we're taking care of, the other one could be there's a couple who say 'I'm not there yet, but maybe in a year I will be.' And side note, I don't think they're getting my message. They're thinking I'm calling them about investments.

**ARI GALPER:** What does your message say? Can you kind of summarize or reach me real quick? Give me an example of one.

**AGO:** Okay, so where the heck, let me see. Hold on a second, Ari.

**ARI GALPER:** Because you're right, that reaction tells me...

**AGO:** They don't know what I'm, you know.

**ARI GALPER:** They're not. It's not really clear.

**AGO:** Okay, so I don't share the screen. I'll just read it to you, Ari. You got it?

**ARI GALPER:** That's fine. Yeah.

**AGO:** Okay. So it's basically I'm sure you have no idea who I am.

**ARI GALPER:** How do you say? Do you say hi, first?

**AGO:** I don't.

**ARI GALPER:** Oh, hold on a minute.

**AGO:** Yeah.

**ARI GALPER:** Hold on a minute. You got to start the conversation.

**AGO:** This is LinkedIn. Right?

**ARI GALPER:** That's okay. It's okay. Even on all mediums LinkedIn, email doesn't matter.

**AGO:** Okay.

**ARI GALPER:** You always have to start with 'Hi, Mike.', whatever the first name is.

**AGO:** Okay.

**ARI GALPER:** Hope you are well...

**AGO:** By the way, this is recorded, right?

**ARI GALPER:** Yes, it sure is.

**AGO:** Sorry, about that.

**ARI GALPER:** Go to the website. But yeah, if you cut right in like you're doing there, it doesn't feel natural in terms of how you connect with people. That right there can break everything. So I'll just say one more time. 'Hi, first name,' You always start with 'Hope you are well... It feels like a warm connection.

**AGO:** Easy to add that in. Yes.

**ARI GALPER:** And then what happens after what you have after that?

**AGO:** Okay, I'm sure you and by the way, I work with this LinkedIn experts guys, and this is what they're helping me with. So here you go. 'I'm sure you have no idea who I am, John, and you want to ignore this.'

**ARI GALPER:** So stop there. We can change that to 'We haven't met yet one on one. But I thought I would.' It's just a little smoother than what you had. It was a bit rough, kind of ... point and that. That roughness, just so you know, ...

**AGO:** Yeah.

**ARI GALPER:** ... immediately triggers their guard to go up.

**AGO:** Got you. Okay

**ARI GALPER:** For the languaging is so critical here. That's very sort of comfortable and soft entry point. So they even absorb what you're saying. Because if they feel the roughness of the languaging, they'll shut down immediately. But the Go ahead.

**AGO:** Do you want me to reread it again so you get in the swing of it?

**ARI GALPER:** Yeah.

**AGO:** Okay. So 'I'm sure you have no idea who I am, John, and want to ignore this message. But please just give me three more...

**ARI GALPER:** You don't need to say ignore this message that feels kind of like please, please, please listen to...

**AGO:** Yeah.

**ARI GALPER:** That's sale. It's very salesy, but go ahead.

**AGO:** Yes, I got you. But please just give me three more sentences before you make that call.

**ARI GALPER:** Okay. This is a classic. Just give me 30 seconds to give my pitch. And then let me...

**AGO:** Yes.

**ARI GALPER:** Whoever wrote this, this guy has got to come to these calls. But you want to remove everything from your communication and your sales process that screams, I'm here to sell you something, which is exactly what that process is. But go ahead, keep going.

**AGO:** Out of curiosity, what are you doing to ensure you're adding more tax free value to your state or family wealth?

**ARI GALPER:** That sounds like a sales pitch.

**AGO:** Yes. So...

**ARI GALPER:** We got to reverse engineer that. Because what you just described is, does not clarify the problem that you're helping them solve. What you're doing is you're making a future proposition. You're saying, 'What are you doing to achieve x?'

**AGO:** Right.

**ARI GALPER:** That's what? That's very, you know, 80s.

**AGO:** Salesy.

**ARI GALPER:** ... What you have to do is, is reverse engineer that and define what is the core problem that what you have helps them solve? So can you... I'll help you with that right now, before we go on to the next person, what would you say... them?

**AGO:** 'You know what, I think it's all around, making sure that your family is okay and well off, and that the fruits of your labor ended up in their hands.'

**ARI GALPER:** I hear you.

**AGO:** And not the governments hands.

**ARI GALPER:** It's still a bit too broad and generic, can you be more specific? What's the actual specific issue that you're offer... them?

**AGO:** So people who have assets and that are business owners, the estate is hit with a lot of taxes, government capital gains, taxes in our country, etc.

**ARI GALPER:** Alright, so you have a solution to that, right?

**AGO:** Yes, yes.

**ARI GALPER:** So what I might say is, 'Given that you're a business owner, and you probably have assets, and you're probably building a legacy for your children and kids that pass along, would you be open? Would you be open to some different insights and ideas that could mitigate a lot of the tax impact to your children and kids, when you leave when you pass along your wealth in the future? Would you be open to that?'

**AGO:** Okay.

**ARI GALPER:** You see how I was able to couch that around what you described to me as the problem and now it's an emotional thing.

**AGO:** It's funny, you know, because I got, I had them do that. And I knew there were a lot of mistakes. But I said, let me just go to Ari's with it, you know.

**ARI GALPER:** Thank you, Ago. Listen to the recording, rewrite that again, test it, come back here and let us know how it goes. Okay.

**AGO:** Okay, great. Thanks.

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

**AGO:** Goodbye.

**ARI GALPER:** Okay. Well, welcome. If you're new to this Stump the Guru, what you just witnessed is having me coach someone who's coming in asking questions about a sales challenge they have, in this case, trying to use LinkedIn, here we are on LinkedIn to connect with people. It's so common, as you probably know, in your inbox to get email messages like that that feel rough feel salesy.

And what I call trust-based languaging is really important that you smooth the rough edges out of all your communication that's over the phone via zoom, on email, all your marketing, it has to feel that you understand their specific issue, but describing it in a way that does not turn them off. Because that's where you're losing your opportunity. Okay? So, I've seen more people coming in, which is great. Steve, who else is in the wings here?

**STEVE:** Alrighty, up next, we've got longtime listener, fifth time, caller, Antonio, we're going to bring Antonio on what's up, Antonio? How are you doing?

**ANTONIO:** Hey. I'm doing great. How you doing Ari?

**ARI GALPER:** Good, again. Welcome back Antonio, good to see again, and maybe share with the audience what you do so and then what your challenges.

**ANTONIO:** Yes, yes. Antonio, I'm a financial advisor focused specifically on the medical professionals. And so I have an opportunity to meet with a couple of deans at university, as well as some resident directors of hospitals to talk to they're actually on schools to talk to their students.

**ARI GALPER:** Okay.

**ANTONIO:** And so I wanted to get an idea of sort of approach them because the successful outcome and meeting with them would allow me to either meet with students or email sent, and email the students...

**ARI GALPER:** They're the channel to your audience, which is the students you want to talk to.

**ANTONIO:** Correct.

**ARI GALPER:** Okay.

**ANTONIO:** And so, my approach, would you know, how I would talk to them, I say, you know how I got their initial input as... we help medical students avoid the mountain of debt that they carry, and once they graduate from medical school,

and, you know, we'll open the top one, two more, you think this is a problem for them.

And so it resonated and so now, you know, I have an opportunity to talk and so my question is what like, sit down with him more, rather than going into, you know, presentation and demo mode. I want to go down the iceberg, like he was saying at today's session and... you know what. So I just wanted to give you a few crumbs a crawl on, that would help me in that for that meeting.

**ARI GALPER:** Sure. For your meeting with the principal as a next step?

**ANTONIO:** Yes.

**ARI GALPER:** For them feel comfortable getting to know you, and they can trust you enough to allow you to be in front of the students. Is that right?

**ANTONIO:** That's correct.

**ARI GALPER:** Got you. Okay, so when's the meeting?

**ANTONIO:** It's actually we got not until a month from now exactly.

**ARI GALPER:** Okay, no problem. So what you want to do in that case, is what I would do is when you sit down with them, and you meet with them, or meet with the gentleman or the woman, whoever it might be, is I would first obviously mention who you are, and describe yourself, but I would attempt on your own to describe their situation. And their challenge, right?

These students have come to your university or school, they want to become doctors, they want to be nurses. And my understanding, that's the key word, 'My understanding is that they've taken a lot of debt and loans off to get here. And they'll be burdened with that in their career. And I was curious if you felt like that was an issue, to what extent that's an issue for them to address early on, versus later on, when it's too late. Because I have some ideas that might help with that. Does that kind of describe the situation of your students would you say?' So you want them to validate the problem.

**ANTONIO:** Right. Right.

**ARI GALPER:** See, they have to... he has to own the problem first.

**ANTONIO:** Okay.

**ARI GALPER:** As opposed to you assume it's the problem, even though you know it's the problem, then see the solution. See, if they don't own the problem first, then they won't want to bring in the solution for it. It's like a therapist and the patient.



**ANTONIO:** Okay.

**ARI GALPER:** If the patient doesn't own the problem, like it's a whole patient to work with because they won't work with you. So first, have them acknowledge or describe that's the challenge.

**ANTONIO:** Okay.

**ARI GALPER:** Then what I might recommend for you, is that you work on creating a roadmap, a visual tool that you can laminate and roll into a tube and care that's dealing like the architect has a blueprint...

**ANTONIO:** Yes.

**ARI GALPER:** ... Bring the tube with you to the office of the meeting.

**ANTONIO:** Okay.

**ARI GALPER:** And by the way, I want you to come to the meeting with nothing else in your hands, but that tube, no bag, no PowerPoint, no laptop.

**ANTONIO:** Okay.

**ARI GALPER:** Hands-Free, like...

**ANTONIO:** Okay.

**ARI GALPER:** ... because when you walk in hands-free, they say to themselves, 'Wow, where's his stuff? Isn't he going to sell me something? So what just for all of you, if you do face-to-face meetings with people, for the first time, walk in with nothing in your hands.

**ANTONIO:** Got it.

**ARI GALPER:** Because that makes, disarms them, makes them feel comfortable with you right away. So in your case, I would bring in a tube with this thing in it called the roadmap, which I teach my clients about.

**ANTONIO:** Okay.

**ARI GALPER:** And in that roadmap, what I want you to do is I want you to lay out four or five kind of bubbles or stages with arrows from left to right, that describes what your process is to solve their problem.

**ANTONIO:** Okay.

**ARI GALPER:** Just overall process, like it might be stage-one assessment of their situation.

**ANTONIO:** Got it. Okay.

**ARI GALPER:** Stage two might be analyze the situation. Stage three might be, you know, do a plan. Stage four might be monitoring progress, you know, just kind of basically four stages, you know. And then I want you to lay it out into a nice graphic, and then walk in there and roll it out in front of him or her and say, 'If I may,' I would ask permission. 'If I may, may I walk you through what my process is for how I help students like yours solve this issue. May I show you that?'

**ANTONIO:** Okay. Okay.

**ARI GALPER:** See how you're always asking me permission?

**ANTONIO:** Yes, yes.

**ARI GALPER:** It's amazing how people in sales don't ask permission. They just keep talking. They make assumptions. That's where they lose the trust right there by them stepping into the empty space, they're owning the process. Then you lay open the whole thing up and you watch his head kind of go up and over like that. It's kind of fun to watch this.

And then you walk them through from left to right, what your process is. And you say this. You say 'What are your thoughts on the process?' And then you're the ... buying into it. So I'll stop there. Great to see you again. And I love the fact you're coming back. See you soon.

**ANTONIO:** I love it. Thanks, Ari.

**ARI GALPER:** Bye, bye. Yes. Okay, so welcome to Stump the Guru. If you're here watching live right now and you have a challenge, a problem, an email, a client you can't get a hold of, you had a Zoom call with them last week and they didn't follow up and they didn't call you back. What do you do now?

Just go to [stumptheguru.com](http://stumptheguru.com) right now, click on that link, turn your camera on and your audio and get in the queue and Steve we'll pull you in for a question for me. It's a chance to have me help you and really move things along with your business or your sales process to make a breakthrough on the spot right now.

People would come here. They take these ideas. They use them. They get results. They're successful. They come back for more that's why people will come back repeats, come back to the show. So if you want to have a private one-on-one conversation with me, just go to the website there on the screen, [unlockthegame.com/freeconsult](http://unlockthegame.com/freeconsult), and apply there for that opportunity.

Again, welcome. My name is Ari Galper. I specialize in trust-based selling for 20 years I've been doing this only one thing is helping professionals, entrepreneurs, financial advisors, close the gap of understanding the difference between deep

trust building and rapport building, how different is and having a process and languaging to close that gap.

So you're not having multiple meetings anymore. But instead, you compress the sales cycle into one call into one conversation, one Zoom meeting. And you might say to yourself now, how's that possible Ari? I'm used to multiple steps following up more meetings. Well, that's because you've been conditioned to think like that. But if you're open to making a shift and a mindset shift around how you think, then we can help you tremendously only if you're open to learning a new way of thinking. So anyways, let's see if we have any else back there. Steve, how are we doing back there?

**STEVE:** So we've got a couple of people with technical difficulties going on right now. But I do. And it's up to you. We have one that came in from LinkedIn, that I could actually share it up on the screen.

**ARI GALPER:** Sure, let's... that

**STEVE:** And just for people to know, if they can't make it on for any reason. Go on social media anywhere you can find Ari Galper and see the live streaming, put your comments up there your questions, because what I'll do Ari is I'm going to share it up here. It's going to show up like magic. I'm going to jump off the screen myself and then you can read it. And once you want me to read it...

**ARI GALPER:** If you wouldn't mind. Yeah, you can read it to me would be great. And by the way, just in general, if you are here live, try and get your camera working. And try and let us connect with you because you get a lot more value if I can hear the context, hear your voice and talk to you. I'll do my best on the writing piece here. But if you are still live watching this, go to [stumptheguru.com](http://stumptheguru.com), come in live and get your questions answered.

**STEVE:** Alrighty, so let's go from Brett here. We've got 'Hi, Ari, my question is, I'm in the emergency restoration industry. I case insurance adjusters who are getting bombarded from people like me, I feel like I do a pretty good job with my initial elevator pitch. But I don't feel like I'm solving anything for them, as they always have go to I guess they only have gone to companies that they currently use. How do I get adjusters to give me a chance?

**ARI GALPER:** Okay, so once you're here, Brett to talk to me. So I can ask you more questions, to understand more about your business. But I'll give you kind of an overview of some ideas around this for you quickly here. What you want to do first of all, is you want to be very clear about what problem you helped them solve. I'm not, I can hear you. But it may be that you're maybe doing what I call over education or what I call free consulting or making an offer.

What you may not be doing is becoming the doctor and they the patient, while you're trying to help them understand the problem you can help them solve and then define what the impact of not solving it is, how much are they losing by not working with you, how much could they be making by working with you. You need to kind of go down that path of them first to make sure they understand clearly that you're important and valuable to work with.

Because that's why people end up chasing other people with because what happens is, it could be that you're trying to get them as a client, describe your solution to them. Even though in the back your mind, you know is perfect for them. But they still like feel like they're being sold something. And it's so interesting. I talked to people who offer even free services upfront, free opportunities, and even people won't take free opportunities anymore. Because they feel like there's going to be a hook to that and a sales pitch after it.

So even free, it's by itself, it's difficult to sell these days. Hence why it's so important to really be crisp about the core problem that you help them solve and I would love if you were here right now I'd love to have you describe that to me but you're not here so I can't go further with you. But if you want to learn more about this go to [unlockthegame.com](http://unlockthegame.com). Click on sales coaching and this is an online version to be able to join a membership program and access all my recordings and my courses around the topic to learn how to do all this.

So if you can next time around, come on link in live and I'll work with you here on how to make all that work. So if you're watching the show welcome to [stumptheguru.com](http://stumptheguru.com). Just click on that. Make sure your camera works. Come on in. You can ask me a question and do some live coaching for you here in the show. Steve, if anyone else back there who's got their camera working and wants to jump in?

**STEVE:** Yes, Kerry has solved his camera demons. I'm going pull Kerry on here we go. Hey, Kerry, how are you? Let, everybody know who you are and what you do and then your question for Ari. That would be...

**KERRY:** Outstanding. Thanks, Steve. And Ari, thanks for having me on the show. I really appreciate it. I love the wisdom that you share and the insights that you give there. They're always amazing. I appreciate that.

**ARI GALPER:** Thank you, Jerry. Maybe... share to people what you do, and then what your question is. Yeah.

**KERRY:** So I'm the executive director for a nonprofit organization called the International De Escalation Association, which, you know, today, just once more became or yesterday, I should say, with the school shooting in Texas, became one of those

things where it's even more important to be able to share the information with people about how to calm an angry person in 90 seconds or less.

**ARI GALPER:** Yeah.

**KERRY:** And the preparation that goes into preventing school shootings is one of the things that we do. We show school teachers, principals, staff members who look for that's a danger and things like that. So one of the challenges I had is I had a principal of a school, who was very interested in our training program, other school districts in their immediate vicinity, have hired us to provide training for their staff. The reviews have been terrific.

We've gotten hired, again, in the same school district to train every staff member who has contact with a child. But there's two, there's actually two principals, one of them asked for pricing. I gave her pricing. And now I can't get her back on the phone.

**ARI GALPER:** So, when you gave her the pricing, was that a phone conversation or Zoom conversation?

**KERRY:** That was an email, she requested it by email so that she could then share it with other people who were, she was not the sole decision maker and.

**ARI GALPER:** Okay, so stop right there.

**KERRY:** Sure.

**ARI GALPER:** Sorry. So...

**KERRY:** Yeah, I know, I think I know what you're going to say so by all means, go ahead.

**ARI GALPER:** What do you think I was going to say?

**KERRY:** Well, I felt uncomfortable delivering it by email, because then there's no opportunity to hear that, 'Oh, you know, it's too much.' or 'Oh, that's all it is.' That doesn't seem like you're going to delivering enough of a product.

**ARI GALPER:** Here's the thing. Once you give them what they need, they don't need you.

**KERRY:** Okay.

**ARI GALPER:** So what I mean by that is, it's important to move your sales process as fast as possible off of email. And email is a very dangerous place to get stuck into, to attempt to build a connection with people at a deep level. So in this scenario, when you make the ... with them say it is via email in the beginning, which is fine. And somehow you're conversing back and forth, and she says, you know,

the money part comes up, what you want to do is move them from the email medium to the Zoom medium, if possible, where they can see you.

And that might be something around written to the extent of 'Hi, Julie, nice chat with you again, no worries, I'll be happy to walk you through our, our pricing model that may work for you. It ranges depending on the number of students (or whatever your variables are, as mentioned, all those variables), would you be open to as having a brief zoom chat, so I can understand more about the details of your situation? And I can then can customize what I believe the price will be for you. Would that be okay with you?'

See, now it feels like 'Oh, it's not as simple as asking for one number, I probably should talk to him first.' So I guess the overall lesson here carries you got to move them to a live conversation as soon as possible for them to for you to suss out and flush out all the issues on the call itself for her to feel comfortable. Then you schedule the next catch up call on your calendar with him or her a few weeks later discuss the next step. That way they're not trapped in the black hole where you can't get a hold of them.

**KERRY:** Perfect. Yeah, a similar situation that I ran into so it's a real close situation was I had a principal we had an agreement. We had training dates picked out.

**ARI GALPER:** Yep.

**KERRY:** And I literally could not... I left messages voicemails...

**ARI GALPER:** Okay. Stop right there... You went off the cliff on that one. It sounds like as well. And the reason why is very simple. I don't think you tell me was there a scheduled meeting from that conversation on your calendar with him?

**KERRY:** There was a scheduled training date, which was rapidly approaching. And I was trained to discuss with this principle, what are we going to do for this training?

**ARI GALPER:** Right.

**KERRY:** And literally, that principal waited until 48 hours before this training to finally reply, and then didn't answer my questions.

**ARI GALPER:** Yeah.

**KERRY:** And in talking with them on site in person, they just said, 'You know what, we're so overloaded at this time of year. I'm sorry, I didn't get back to you. I meant to.' And it was a genuine you just weren't high enough priority, because I knew you're going to come up here and do the training.

**ARI GALPER:** Sure.

**KERRY:** And so when I look at that level of your work, we're delivering training, right, you know, day after tomorrow, and you're just now getting back to me. It was...

**ARI GALPER:** Here's the thing.

**KERRY:** It is the same thing happening with this other school teacher...

**ARI GALPER:** Here's the thing. These people, are overwhelmed.

**KERRY:** Yes, 100 percent.

**ARI GALPER:** Not just them, everybody is these days.

**KERRY:** Yeah.

**ARI GALPER:** Which means you have to overlay on top of that for them, structure. See their operating environment of chaos you see, and all you're doing right now is you're dropping in as one more part of piece of the chaos they got to deal with on their own. What you have to do is overlay similar to the other gentleman, a roadmap that shows them what the structure is, for completion of the process.

So maybe your roadmap might be we have three sessions. 'Session one, discuss the training. Session two plan the training. Session three, two days in advance the training to make sure everything's ready for the training. And there's our process, we need to follow the schedule cost for that now. So we don't drop off in the middle of it and chase to the back and forth.'

So you need some kind of scaffolding around your process here that they buy into from the beginning. So they feel accountable to something. Otherwise, without that accountability, they drop off in the black hole like they are right now, and you're chasing them.

**KERRY:** That's brilliant. And let me ask you this, something just occurred to me that you had shared one little piece of wisdom I absolutely loved. And I want to ask if it would apply in this case. You've talked in the past about sending an email saying, where you just say, this date and time, I'd like to have a conversation with you. And I'm greatly paraphrasing here, but basically, you tell them a date and time. And, say, let me know if this does not work for you. Here's the meeting like, is that okay to do? Or is that too pushy?

**ARI GALPER:** Oh, no, that's no, no, what you do is you say, 'Let me know if these dates or times will work with you. And you wait until the right you back and say yes, that works for me at two o'clock on Friday.' Then you say 'No problem.' You write back and say, 'Here's the... I'll send you invite, with a zoom link. And here's the Zoom location. I'll have it and I'll meet you there at this time.'

**KERRY:** So you give them a couple of different options.

**ARI GALPER:** Yes, two, a couple of options, let them choose or come back with their own and don't try and do everything in that one email break into small bites and bits of pieces so that they can do one thing at a time with you.

**KERRY:** Makes perfect sense. Okay, thank you.

**ARI GALPER:** Thank you so much for coming on.

**KERRY:** Yeah, thank you, Ari. I appreciate it.

**ARI GALPER:** Alright, take care. So well, we're, we're on a roll here, we've had three or four guests. And hopefully you are watching or listening live right now you're taking notes, grabbing some of the key trust-based language I have been sharing so far, and seeing and these scenarios apply to you. So welcome to Stump the Guru. If you're still on the show, feel free to jump on right now. Go to [stumptheguru.com](http://stumptheguru.com)

Just click the button there or just go on to the to the website, it'll take you right into the queue. You asked me live question, anything you've got, I'm happy to work with you on right now. An email, it's not getting through to decision makers, someone you're chasing, if you're having scheduled calls with people, and even through LinkedIn, great conversations been going anywhere, you end up chasing people back and forth and you're wondering why it's happening.

This is where it comes to the solutions. Also, I have my latest book, it's out now called *Unlock the Sales Game*. If you don't have a copy of that you can get a copy of [unlockthegame.com](http://unlockthegame.com) to grab a copy of the book there, lots of insights in there on languaging on emails, how to rewrite them using trust. If you want to have a one on one private consultation also [unlockthegame.com](http://unlockthegame.com) There's a button there for that.

And if you want to just jump in and get all my recordings of all my courses for last 20 years, unlimited access, along with ability to jump into private calls with us as a small group twice every two weeks just go to [unlockthegame.com](http://unlockthegame.com). Click on sales coaching and underneath that it has online coaching. So look, I think we've been conditioned for so many years of sell a certain way. The world has changed. And now's the time to make a shift. Steve, anyone else back at the wings there, jumping in?

**STEVE:** Nope, we're clear right now. So yep, we're good for today. We had some great people on and also...

**ARI GALPER:** Awesome.

**STEVE:** ... and more to come next time.



**ARI GALPER:** Okay. Well, thank you so much for joining everyone on the show. We'll be back again next month to Stump the Guru. And if you're on a call with someone over the next three or four weeks, and you're stuck, you can't, you don't know how to get out of that situation write down the scenario. Bring it here, and I'll give you some insight some tips. Thanks for coming in. We'll talk everyone soon. Take care. Bye bye.

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 podcasts until you reach ratings and reviews. Click one of the five stars under tap to rate to leave a rating. Thanks so much and we'll see you on the next show.