

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 Stump the Guru Show. We're back here for another month. And we've had great feedback so far. Thank you for those who have downloaded the podcast, you can now get this show at unlockthegame.com/podcast to listen to previous recordings, be notified on Spotify, wherever you listen to favorite podcast to hear this content, get a new sort of lift in terms of your processes and learn some new ideas.

So if you're new to the show, the way this works is we have people who come online right now if you want to ask me a live question, you can go to www.stumptheguru.com. Just like it sounds you can get right into the waiting room. If we have enough time, we'll call you in today for the show. And my name is Ari Galper. By the way, if you don't know that I specialize in trust-based selling your work in this niche for last 20 years and have thousands of clients who have now transformed their thinking on how they sell for a different perspective based on trust.

And we have built a whole body of work around how to solve almost every sales problem based on a trust point, point of view. So this is your chance to jump in live ask me a question. If you don't want to ask a question, no problem, just listen and come to my LinkedIn profile, you should see a notification that this show is live so you can watch from your desktop or your phone. So we're going to we theme today's show around the topic that I'll talk to you about for a minute before jumping these questions around the topic of fact finding versus trust-building.

And what I find a lot of my private clients do at first when I meet with them, is they don't realize it but what they're doing on their first sales conversation is they're actually fact-finding with the client, asking technical questions or factual questions trying to qualify them. And by starting the conversations around with fact-finding questions, what happens is they don't build trust with them. And what

I'm going to suggest today is there's a shift between fact finding and trust building questions.

Fact findings, we're asking qualifying questions to qualify for it's to financial advisor, if they ask how much how many assets do they have, what accounts do they have, you know, how many homes do they have. Those are fact finding questions. But trust-building questions in the first conversations are wrapped around where they share with you their challenges, and you unpack and you go below their challenge to help them understand the gravity of the situation, the severity of it, ask them what the priority is.

So they give you a challenge around I'm concerned about the market right now, for financial advisors, for instance. You might say something like, 'Can you tell me a little bit more about that?' They're given permission to open up around their challenge. And you can say, 'How long have you been thinking about this? What have you done so far to try and resolve it? Is this a priority for you to resolve as soon as possible?' See, those are not fact finding questions.

Those are questions that go deeper underneath their actual problem to help them understand the full view of their own situation and for them to decide whether they want to solve their own problem or not. And what that's designed to do is to help people see the full picture on their own situation because so many times prospects come to us with 180-degree view of the world they just see their problem like this very narrow, and they give us a little breadcrumb to kind of grab onto an off we all go to qualify and sell.

So that was my thoughts for you today is thinking about are you asking in fact-finding questions or a trust-building questions because the big difference between the two. So I'll leave you with that to think about and if you want to come to have a chat with us one-on-one, you can go to unlockthegame.com/freeconsultation, free consults, it will set you up with myself or one of my team to have a consultation with you. In the meantime, let's get going. The clock is ticking. And Steve, my co-host here. Who we have in the waiting room?

STEVE: Alrighty. Well, look, first off I'm going to say what nobody else knows or will say today and I'm sure you know this is coming. Happy Birthday, Ari. This is the one month in the year where we can say this during the show. So it was for people that don't know it's earlier this week. And I just figured it was you know, I'll embarrass you for two seconds here and just wish you a happy birthday live on camera for all to see in here.

ARI GALPER: No problem.

STEVE: But first, we're going to bring in Scott Warner. And, Scott, if you can let everybody know a little bit about yourself and what you do for a living. And then your question for Ari, please.

SCOTT: Yeah, hi, I'm Scott Warner, a financial advisor, which is what Ari was just picking on, which is okay, because I'm a perfect candidate to get picked on because I fall into the perfect question that 30 years in Southern California. So Ari, I obviously know, the trust-building versus the fact-finding, but being 30 years in, it's so easy to just start with the right idea in mind, start with trying to do and before you know it, so my challenge to you is or question for you is in this kind of broad thing is, how do I know when accidentally I'm not even aware of it?

I'm being asked questions, and etc, that before long I start off in the trust-building. And before long, I'm in to the fact-finding, like, here's a few examples. 'Hey, Scott, what are your fees? Hey, Scott, do you believe in Roth IRAs. Scott, do you sell annuities?' So those kinds of questions even though you might start off with 'Hey, Ari, tell me why you reached out today? You know, tell me a little bit about your situation, concerns, worries, you might have?' I start out that way. And then they just kind of lose sight.

ARI GALPER: Sure.

SCOTT: And they just... one of those questions. And before long I'm having to defend or kind of back up a little bit and defensive mode to try and get back over there. But sometimes it's hard to get back over there.

ARI GALPER: Sure... Fundamentally, when you use our One Call Sale process, and you have the initial conversation with them. You should be the one asking them the questions. They should not be the one asking you the questions because you're the doctor, they're the patient. And I know it's easy for them to shift to start asking questions, and you feel it's your obligation to educate, respond, and continue on because we've been conditioned to believe our job is to educate the prospect on the cogs, we hope that education presses up enough to go, 'Wow, he knows so much we should go hire him.'

And the real shift with that, Scott, is that your job on this conversation is not to build value with them or show them or give them education, or show them how good you are. Instead, the goal is to provide them with clarity, clarity on the expensiveness of their problem, identify the urgency if they want to move forward. And one thing to share with you that can prevent you for some of this is here's one key thing not to do never ask anybody on an initial call, which is this phrase

asked, 'Do you have any questions?' That's going to sound so contrary. Because we've been taught our whole career to ask that question.

SCOTT: Right.

ARI GALPER: That don't ask that question there opens up the hole that you drop into, sometimes that moves you from the trust-building mode to the other mode.

SCOTT: Okay.

ARI GALPER: So if you have any questions, just you say, 'Hold those questions. And let's cover those in our first session together, where I can do a deep dive with you and assess your situation, then I can do it all at one time. Let's just on this call, make sure that we're a good fit by me understanding your situation, walk you through my roadmap, and if you're comfortable with that, we'll kind of go from there. Are you guys okay with that?'

SCOTT: Okay, so I mean, you got to answer like you said, but I don't specifically need to answer directly. I mean, you and I have talked a little bit in the past about how to deal with the fees, one.

ARI GALPER: Don't encourage the questions.

SCOTT: Right.

ARI GALPER: Don't go back with 'What do you think? Do you have any more questions? Do you have given your thoughts?' Don't prompt that because that...

SCOTT: Because they still come, which they do, even when I'm not prompting...

ARI GALPER: That's okay.

SCOTT: How to how to still get back and how to answer...

ARI GALPER: You simply say hold those questions.

SCOTT: Alright.

ARI GALPER: Let's cover that in a next session together, where I can do a deep dive with you and really go deep... in my... That's how you do it in a nice way.

SCOTT: Okay, okay. That's great. So...

ARI GALPER: Great.

SCOTT: I don't really, I mean, I got to address it. Right. And but that's a great...

ARI GALPER: Address it. You just use the word hold. Please hold those questions. Let's cover that in our next session together.

SCOTT: Okay, yeah.

ARI GALPER: All right.

SCOTT: That's a good way. Because I know in the past, we've kind of talked about the fee one and I've kind of told him I'd get to it, but right now, I don't know your situation. And...

ARI GALPER: Exactly.

SCOTT: ...diagnose and then I push it back off. So it's kind of the similar way, but maybe just hold the questions even easier...

ARI GALPER: Yeap, keep things in sequence lockstep one step at a time, so don't cross over each other. Thanks. Good to see you again, Scott. Thanks for coming.

SCOTT: Yeah. You bet, man, that's very helpful. Thank you very much for the help. Take care.

ARI GALPER: Bye bye. All right. Welcome to Stump the Guru Show. If you're here live, you're now seeing some live questions from around the world jumping in asking me challenging situations, questions where I can provide some insights, some live coaching, consulting. For those who have a sales challenge, you might be chasing someone right now, can't get them on the phone, you have a complex scenario, now's your chance to gather those questions come on the show, just go to stumptheguru.com.

And we'll let you into the waiting room. Hopefully we have enough time to get you in the show. If you're not here, right now, you can just go to unlockthegame.com/podcasts and grab the podcast. Listen to the previous shows... coming in. Steve, who do we have next?

STEVE: Alrighty. Up next, I'm going to bring on Wayne Sutton. So Wayne, if you could tell everybody a little bit about yourself and what you do, and your question, for Ari please.

ARI GALPER: Your sound Wayne, your sounds off. I think that'd be muted, maybe.

WAYNE: Yeah, my apologies. So number one, glad to be on with you have followed you for years man, and really have adopted that sales strategy of trust-based. I'm a sales trainer. So that's what I do. I've worked with salesmen and also working sales team and their leadership and making sure I know proper reporting and so forth.

So my question is, though, when a lot of these sales professionals were coming to have been told, more aggressive, you know, they have been taught the qualification they've been taught the hard clothes they've been taught. And I hear it. And now I'm going in trying to correct but so my biggest question for you is when you face your coaching someone that has been taught, totally different...

ARI GALPER: Right.

WAYNE: Do you recommend a total change of everything? Or do you take it piece by piece? Like, what's your recommendation...with people?

ARI GALPER: Great question, Wayne. Look, it is a total mindset shift. I admit it. It requires people to really let go, what they're holding on to from the past, the conditioning, but the way you can make a case for this, and the way I do it, is I basically say... Here's what I might say to your guys, I'd say 'How many calls you guys speak with a monthly basis? How many opportunities do you speak on a monthly basis?' They might tell you '20'. 'Of those 20, how many of you guys convert?' They might say 'Well, maybe 5.'

WAYNE: Yeah.

ARI GALPER: And you say to them 'What happened to the other 15?' And you say, 'Well, let's take off a few of the top because you're not qualified. Let's just say there's seven left over that were qualified. Why did they not convert?'

WAYNE: Yeah.

ARI GALPER: And they're going to go 'Well, probably because...'

WAYNE: Poor... quality.

ARI GALPER: Right. So you have to find the hole first to show them what they're losing. Then you can say, 'Would you be open to a different way of thinking on this, to close that hole, increase your conversion rate and simply add more tools to what you're doing right now? Would you be open to that?' Then they go, 'Yeah, because I want to solve that problem.' Because see, most salespeople, most sales organizations, they only measure how much you're making. They don't measure how much you're losing.

WAYNE: Yeah, that's a good point. That's very important. Yeah.

ARI GALPER: Right there, Wayne, is how you open up the entire conversation for the salespeople to understand, they're losing more than they're making, not because of the qualification or the leads, because of them and their approach. And that's when they kind of get more humble and go, 'Okay, what ideas do you have?' So give that a try?

WAYNE: That's awesome, man. Thanks, Ari. I appreciate that.

ARI GALPER: Alright, thanks for coming in.

WAYNE: Thank you.

ARI GALPER: Okay, we got interesting questions here for the Stump the Guru Show. We're live right now global. People are coming from all over the all around the world to ask questions. If you don't know much about our approach, we have a trust-based model that is so contrarian. It flip flops the entire way of thinking around selling and for a lot of our clients now they're getting what we call 100% conversion rate on all their conversation because you're not chasing people. And they're not using the old techniques anymore. So Steve, who do we have else we have back there?

STEVE: Alrighty. Coming up next, we're going to bring on Brett, fellow long hair. So of course, I'm going to be partial to him as opposed to the rest of the universe. But if Brett if you can tell everybody a little bit about yourself and your full name and what your question is for Ari, please.

BRETT: Yeah, so my name is Brett Kiniatin and I have followed you for a long time and my cold calling has radically changed because of you. And so I work for an emergency restoration company. And so I sell you know, flood restoration, fire restoration, things like that. I sell to the property managers, insurance agents and I feel like I'm able to do pretty well over the phone with these people. I have what I feel like are great and amazing conversations I get in front of key contacts. I get people to the point to where they agree to send his business. And then time goes on and time goes on and time goes on. You know, I don't hear back and I have no idea if they've had...

ARI GALPER: Alright, so hold on right there. Hold on right there. I know where you go this. They ended up kind of dropping off the black hole, right?

BRETT: Yes.

ARI GALPER: Okay. So when you get somebody in a conversation who says to you, 'Yeah, we can definitely do something with you. We can give you some business.' At that point, in the conversation, then what you do is you say, 'Okay, would you be open to us setting up a time, say a few weeks from now, to catch back up again to see if you have somebody that you might have us what we can work with you on?' Or you can say, 'Is there anybody right now you can think of, in your mind that we can work with at the moment?'

What you're trying to do is get the ball rolling now, rather than leaving to them to get back to you later on. So you might have different ideas around that. But we got to have some connection, some way to loop that back in to keeping you in the flow of their thinking.

BRETT: Yeah.

ARI GALPER: One way is to put them back on the calendar. And maybe you have some reason to talk to them a few weeks later, I don't know in your business, or maybe there's some trigger that occurs that you're there when they need to hear from you. Maybe even you have something you mail to them in the mail, when they say, 'Yeah, it sounds good. We're happy to work with you guys no problem.'

And out in the mail goes a package a welcome package, welcome to... maybe it's a checklist of things like that, some information that they remember you by. Then you have a reason to call them back a couple weeks later and say, 'Oh, just giving you a call. Did you get my pack in the mail by any chance?'

BRETT: Okay.

ARI GALPER: What do you think?

BRETT: I like it. I mean, ultimately, what I really want is I want to work towards an annual service agreement.

ARI GALPER: Sure.

BRETT: It might be a structure that has 600 units. And so ultimately, that's what I'm trying to get to. But I feel like, from the get-go, that's not a process...

ARI GALPER: I know. I know. And I know, your goal is a long term agreement, that recurring revenue, that's what everybody, that's the dream, but you can't get there until you do one job for them first. So what you're asking them for is a just is you have one opportunity, just one project coming up we can do for you to see if you're happy with the work. Then if you do one job with him and they're happy, then you

can say 'Would you be open to talking about a long term plan together, where I could be your provider?'

So you need some way first for them to trust you. And see, they can count on you that you won't drop the ball, you'll do a good job. So all you're asking for in this early phase, is to see if there's one project you can do with them for them to prove you're for real. Once you're for real, then the next phase would be a model around how to onboard them into a long term program.

BRETT: Okay. It makes sense.

ARI GALPER: So I think you have the right intention. You just have a few steps; you're jumping over ahead of time...

BRETT: Yeah.

ARI GALPER: ... that you can get to your goal. And that's the missing piece in between that.

BRETT: Yeah, yeah. Like, I feel like I'm having these just amazing conversations and the right context. There's just, there's something missing in my conversation.

ARI GALPER: Yes. There's a middle piece in there where they got to trust you first. So having great conversation doesn't mean they trust you. It just means there's chemistry on the conversation, because you're really good on the phone. Now, there's a next step in the process, which is a few of those ideas I just gave you there.

BRETT: Yeah. Thank you. I appreciate it.

ARI GALPER: Alright. Good to see again. Take care.

BRETT: Yeah.

ARI GALPER: Alright. Welcome to Stump the Guru, where we had three questions so far, all different industries. As you can hear, and we have been around for 20 years now. We've heard everything you can imagine, from every industry possible. So we have lots of insights to help you with. And if you're stuck somewhere in your sales process, there's only place you can jump on live with us to ask us a question to get answered to go back and use right away.

So if you want to ask a lot of questions, go to stumptheguru.com and wait in the waiting room then we'll pull you in. And let's see who else we have here, Steve, today?

STEVE: Alrighty, here we go up next, I'm going to bring in Goldie. So Goldie, if you can let everybody know a little bit about you and what you do for a living and your question for Ari, please.

GOLDIE: Ari, happy birthday, man.

ARI GALPER: Thank you. I appreciate that.

GOLDIE: You know, many, many, many more.

ARI GALPER: Thank you.

GOLDIE: I am a financial advisor at the Boston and, you know, listening to the other people, you know, I most identify with Scott, who starts out with good intention, and then gets caught up in the conversation of the person that he's interviewing.

ARI GALPER: Yes.

GOLDIE: So, what I, my question is, is there something in our first contact with a prospect that could be a reminder and, you know, maybe a time limit that we should impose on ourselves so that we can pivot to the 'Are you open to coming back?', and getting further into it and getting more of a deep dive on our first session?

ARI GALPER: So let's say you're having a first conversation with somebody, and what you asked me there is what can trigger me to shift into this mode so I don't go too far down the road, and it's too late.

GOLDIE: Instead of getting caught up because when you're, I identify with Scott, you start out by, you know, having, you know, a kind of proposal in your head a kind of way to conduct the interview. And now you're listening to the responses and getting drawn in.

ARI GALPER: Yeah, okay. So rather than languaging around that way I'd rather do for you and you this situation is quite a picture. Imagine an image of an iceberg. Okay, the top of the iceberg is the initial part of the conversation, where they tell you what their challenges are. You respond. You have a brief conversation. What most people do is if they have momentum in the conversation, they attempt to move the momentum forward.

GOLDIE: Right.

ARI GALPER: That's our instinct.

GOLDIE: Right.

ARI GALPER: Because it feels easy, it feels relaxed. So here we go, we're moving to toward education, towards information towards that mode of presentation. So imagine the tip of the iceberg. Picture of an iceberg or the top of the iceberg. Rather than your mind thinking yourself, my job is to move them forward. Think yourself, my job is to go down this direction, not that direction, down below the iceberg and have certain questions in front of you to think yourself, okay, Ari said to me, I can't move them forward.

Because your job is not to get momentum with them. Your job is to build trust with them and have them feel that you're taking them to a place no one ever has before.

GOLDIE: Right.

ARI GALPER: And that is deep dive into their world. So if you have this set of questions in front of you right from the beginning, and the way you start the conversation is this, which is 'If it's okay with you, can we take step back for a moment? And can you walk me through a bit about your background, your story situation of your current situation now and your financial challenges, we'll go from there.' Then they start opening up to you.

And once they start giving you a couple of challenges, rather than attempting to even ask them fact-finding questions or give them information to solve it, you just take them right down that iceberg with the questions. I think I might have given some earlier around. You know, 'Tell me more about that. How long has that been an issue for?'

GOLDIE: Right.

ARI GALPER: 'Can you show me some examples where you tried so far? Why? What's your timeline on this?'

GOLDIE: See, that's exactly what I'm talking about how to trigger in me the response that says, 'Look at this set of questions that you have written down...'

ARI GALPER: Okay.

GOLDIE: ...it involves in the story,

ARI GALPER: You know what, make a picture of an iceberg.

GOLDIE: Yeah.

ARI GALPER: And put the questions in the iceberg and put it right in front of your computer screen. And look at that picture. That's only could we see pictures in our minds when you hear words.

GOLDIE: I think it's a great idea. Because for me, it's really about trying to keep it to five minutes right now, and then getting a commitment to go into a deeper dive. And so that works. That works...

ARI GALPER: Beautiful. Thank you so much. Thanks for coming on.

GOLDIE: Thank you, Ari.

ARI GALPER: All right. Okay, so we're back again for the Stump the Guru Show. We're going to roll today. Lots of folks coming in. Anyone else, Steve, we have back there.

STEVE: Alrighty. Yes, we have two more people coming on for today. So first, I'm going to bring on Florence Pollard, and she's going to let us know. Hey, Florence, how are you today?

FLORENCE: I'm good. How are you?

STEVE: And if you can let everybody know what you do and your question for Ari? I'm doing swimmingly? Well, it's nice that way in New York.

FLORENCE: Great. Well, mine's a little bit different, because I am an appointment setter. And I do talk to financial advisors. And my question for Ari is, what kind of language can I use? Because a lot of times I'm leaving messages. And what I'm hoping for is a call back. So I can discuss with the person about setting them up with for a consultation with a financial advisor. So I write the way that it is now there's lots of message leaving, and I'd love to get my call back ratio up.

ARI GALPER: Sure. Sure.

FLORENCE: Do you have any language for me to leave on a message to get more callbacks?

ARI GALPER: Yeah, okay, so that this really is about testing, testing to find the one message that really hits the mark. But what I've found works most effectively for my clients is when they leave a message that's specific around a problem. See, most people leave messages with 'Hi, I'm... giving you a call about... Please give me a call back.' And it doesn't connect to them because it's not related to their situation. It's something else around a concept or a product or offer or something that they don't recognize, or they might but they don't resonate with.

So what you do is you think about what is the core issue, that we're helping your audience... or you're helping your audience solve. Let's say, in your case is helping them grow their practice or helping them can bring on more clients than that they can't get to you right now, or whatever it might be.

So what you do is you leave a message with, you know, 'Hi, my name is... I'm just giving you a call. I sent you an email or a package...', or whatever, 'related to and you plug in the problems, you can help them solve related to growing your practice, not chasing people and bringing more clients on board. And I just want to see if you'd like some more help around that, or some insights around that related to what we sent you.'

So the key however you book in that one, front back, do it as you want, but the middle part is somehow connected to what the problem that they're probably having is that it goes by knowing your market well enough, so you know what to tell them on the phone. Usually you get a call back when it relates to something they connect with and from their perspective.

FLORENCE: Okay, great.

ARI GALPER: All right.

FLORENCE: That's great.

ARI GALPER: Thank you so much. All right. We're getting close to the top of the show here. And I think Steve said we have one more to go right, Steve?

STEVE: So I'm going to bring in a cleanup hitter. Since for the New York fans, Aaron Judge in his 60s home run earlier this week, which is your record breaking. So we have one man that has been on every single Stump the Guru episode that I've been on the least to date. So without any further ado, I'm bringing Antonio Kenyatta on right now, the man, the myth, the legend is here and has a question.

And now Antonio, you do realize you always have to appear with a question. And efficiently claim your spot as the cleanup homerun guy of Stump the Guru and you will stump Ari. We have to get that right question for you, man. All right, let everyone know who you are and your question for Ari please.

ANTONIO: Thank you. Thank you. See you again. Happy belated birthday, Ari.

ARI GALPER: Good to see you again.

ANTONIO: Yes, sir. I'm Antonio Kenyatta financial advisor as well. And so my question to you, Ari, is I can't get someone on LinkedIn. You know, following the One Call Sale method. I was like, 'Hey, you know, we don't know each other. You know, we help, you know, position avoid overpaying and interest on the student loan debt. If that resonates with you, we could connect.'

So he connected. And he gave me his email address and the email of his assistant. Then 'Yeah, that's great. Let's connect.' And so about four or five days went by and I emailed them, but since then he's ghosted me.

ARI GALPER: Wait, hold on a minute. So you connected on LinkedIn, he gave you his email. What did you email him exactly?

ANTONIO: I just I had sent him an email again. So the same line just you know, into saying this, you know, 'Here's what we do in practice wise, we help doctors avoid over paying interest on the student loan.'

ARI GALPER: Okay. So stop right there. Stop right there. Okay. Okay. So the way that email is written, as you're describing to me right now, is talking about what you do. Well, what you need to do is change that languaging to talk about the issues he might have. **ANTONIO:** Okay.

ARI GALPER: So what you might, you might say is, 'Hi, John, hope you're doing well, good to meet you on LinkedIn. Not sure if you're in a situation where you might be experiencing these issues with your doctors.' And you list out all the problems. You don't talk about you. See, when you talk about yourself, here's what we do. He's thinks you're trying to... all you want to do sell him something.

But if you remove yourself out of the picture, lay out the issues that he could connect with and say, 'I was just curious. Do you think your docs would like some help around these topics? If so, let me know so that we can set up a brief zoom chat to have a conversation. Talk to you soon.'

ANTONIO: Perfect, Ari.

ARI GALPER: So he ghosted you, because your approach still felt like you are trying to put yourself in front of him to show him what you can do. What you can do is not relevant at that stage of the game. What's relevant at that stage of the game is you articulating his issues that he can connect with. And then he can go, 'Oh, maybe you can help me.' And the next step is a one-on-one Zoom chat to go from there. That piece of the puzzle, I think was kind of broken, if you change that, that should flow through.

ANTONIO: Perfect. Thank you so much. All right.

ARI GALPER: Alright. Good to see you again.

ANTONIO: Thank you.

ARI GALPER: Alright. So wow, what a great show today. I think we're good to go unless Steve jumps back in if not, thanks for coming to the Stump the Guru Show. We're here every month, about the same time. Be sure to get access to our podcasts of the show at unlockthegame.com/podcast with the rest of the previous recordings, and the most recent shows will show up on your phone to listen to recent shows. And if you have any feedback, let us know. Give us a rating. Drop some comments for us.

If you want to have a one-on-one chat with us privately, just go to unlockthegame.com/freeconsult. You'll have a copy of my latest book, *Unlock the Sales Game*. You can grab that as well at unlockthegame.com. And also, we really recently did a documentary on our story, our background what we do. It's on our homepage, unlockthegame.com Be sure to watch that. Other than that, we'll see everybody hopefully next month take care and be well.

We hope you've enjoyed this month's segment of Stump the Guru, and that you've discovered some new trust-based selling strategies that you can apply directly to your sales process. You can get access to Ari's trust-based selling 60-minute masterclass at www.unlockthegame.com/video. And if you want to go one step further, you can order his latest book, *Unlock the Sales Game* and get a free one-on-one sales growth consultation at www.unlockthegame.com. Before we say goodbye for now, if you 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.