

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. My name is Ari Galper. And hope you're all doing well from all over the world, those who are chiming in live right now to ask me a question in the waiting room and those on the podcast at Stump the Guru that you can get on Spotify or wherever else you listen to the podcast.

My name is Ari Galper. I specialize in trust-based selling. For 25 years, I have a niche in this one area that helps businesses that are mostly small, low volume, high margin models, chasing opportunities, still with the old ways of sales in terms of prospecting and the numbers game, how to flip that model upside down, so you can catch up with the times and be able to connect people deeply build trust quickly. We have talked to thousands of people over the years who have had challenges with how to sell and we've built a new model.

And this is the chance to see it live and ask me questions. Just to let you know, if you don't know, we just launched our brand new book called 'Trust In A Split Second'. And it's very exciting, it's got some new insights in there to help you make a breakthrough on how you grow your sales process. To grab a copy, go to my website, unlockthegame.com. It goes along with a consultation, either myself or my team to talk it through with you and get some ideas and brainstorm with you some thoughts about your situation as well.

So unlockthegame.com to get a copy there. And you were the first to get your hands on that. We have a few more books in the works as well and a lot happening over here. So if you're if your livelihood depends on your ability to land a new client, and you feel like they're slipping through your fingers, you're chasing quite a few people, you have, say five new leads a month, and you only convert one. And you need two more to have an amazing year, two times twelve is twenty-four.

Then you need to be here, you need to get my book as soon as possible and begin to change your thinking about how to shift your mindset and mentor metaphor from advisor, consultant dispenser to information to a doctor. That's our whole framework that we talked about in our model, but grab yourself a copy of Trust In A Split Second at unlockthegame.com. All right, so we have a few people in the background waiting to ask me a question. And what the theme today I believe is 'how do you recover lost prospects'.

And you know them well, I'm sure you've met with them, great meetings with opportunities, good chemistry, all is going well. They say I want to think about it or they're interested. And you felt like it was a great meeting, from your perspective, and you call them the back and they disappear on you. Or they don't, you don't hear back from them or email them and they've ghosted you. So the only way most people, what the most people do is a call and they chase the person. They say, 'Hey, how's it going? Can we get together again? What are your thoughts on the proposal, the plan...?'

And the challenge with that is that you're focusing the whole follow-up process on the next step. And that's towards a solution. Now we teach a problem-centric approach, where you don't discuss your solution or chase the solution. Instead, you reengage and anchor these people around their original problem that came before in the first place. So you go backwards, not forwards, which I know it sounds so contrarian, welcome to my world. But the way you reengage the loss prospect is you got to remember why they came to you for in the first place? What was their core problem they want to solve?

Once you have that in your mind, then you can pick up the phone or reach out to them on email, however you want to do it. And here's the languaging for this, it kind of goes like this. 'Hi, Julie. It's Ari here. Hope you're doing well. I know we had a chat a couple of months ago about X Y & Z. You kind of lay out the problem again about your concerns related to...', whatever it might be, you plug in the rest. 'And I've been thinking about our conversation, and I recall that you're concerned about X, Y, and Z. I'm just curious if that is still a concern for you.'

That's like the doctor calling to say, 'How's the shoulder going?' not 'Are you taking the medicine?' Do you see the difference there? You are anchoring their reengagement around their issues and problems, not trying to move them forward to solve it. That helps you reengage them around their issues, builds trust with them, and sets the impression and tone that you care about them, which hopefully you do. And that's how you reengage...

Obviously, we have a lot of work around this in terms of languaging for emails, communication through LinkedIn that we do and customize each business, but it's a general sense of how to do that without coming across and perceived as chasing someone. On that note, we'll bring in Steve. And Steve, let us know who's behind the scenes there who wants to come on in.

STEVE: All righty, happy new year everybody here we're starting all over again. It's January and we're back at it. I'm going to bring Ken Hickey on and that Ken's going to tell us a little bit about himself and the audience and then what his question is.

KEN: Hi, Ari, good to see you again.

ARI GALPER: You too, Ken.

KEN: I'm Ken Hickey, I'm a financial planner working with business owners who are primarily in the tech industry and receive significant stock compensation. So that's a little bit about my business. The question I have for you, Ari, is, as you're going through the

process of determining what prospects' issues are and what their primary concerns are, how do you get to the point where you can dig down on those issues without scaring them off and at the same time building that trust?

ARI GALPER: Sure, that's a great question. That's, there's a lot of art to how you do that. Obviously, you don't want to scare them away and make them so fearful, they want to do anything. And the way you do that is you almost hold their hand through discovering what their true issues are. And that goes through using languaging, the languaging, that helps them feel comfortable opening up to you and going in that space. But they haven't gotten to anybody else.

Because the point here is to create what I call a moment of vulnerability, where they're comfortable opening up to you and telling you everything, not just what they want to tell you up front to check you out. So some phrases might be something like this. 'Have you considered the impact of that situation? Have you thought about this? Consider the impact of that. Has it ever entered your mind what the possibilities are if you don't take care of this? Have you ever considered what could happen if you don't do that?'

You see, as opposed to saying, 'Hey, if you don't do that, you can run out of money before you die.' Don't. You don't want to create fear. What you want to do is help them articulate the impact of their problem. So they are going through their own self discovery with you. You're only guiding them. And so they come to the conclusion that their situation is urgent, important. And it's now a problem not next year problem. That buds a nice phrase to ask someone to go down that iceberg where you can say to them, 'Is this a now issue you want to solve? Or is this a next year problem you want to solve?'

KEN: Okay. Ari.

ARI GALPER: You see how that kind of drills down? What do you think?

KEN: I think that's perfect. Yeah. Helping them uncover their own issues, and allowing them to figure it out kind of with us as the guide.

ARI GALPER: You're a facilitator.

KEN: Yeah.

ARI GALPER: Right. So you're helping them go through almost a journey of self-discovery in 15 minutes, where they came to you for x, it turns out y was a real issue they hadn't told you yet.

KEN: Right.

ARI GALPER: Because they hadn't trusted you yet. Hence why it's your responsibility to guide them down that iceberg path that we teach, to get them comfortable realizing you're the doctor, not the salesperson.

KEN: Perfect.

ARI GALPER: All right, Ken, good to see you again.

KEN: Good to see you too. Thanks.

ARI GALPER: Okay. Welcome back to Stump the Guru Show. If you're listening, calling in from around the world, hope you're enjoying the show. We are live. This is unprepared without a net. That's why it's called Stump the Guru. And we welcome anyone who wants to anytime to come on in. Just go to stumptheguru.com. Click that link, you'll get right in the room and ask me a question wherever you like, doesn't matter how complex it is, how simple it is, anything you have right now any opportunity that you're not converting, and your lead you're confused about.

Or if you're not converting 100% of everyone who's who's qualified coming your way, you got a problem you got to work on. And it's not hard to expect that result as long as you're focused on a different approach to this problem centric the way we do it. All right, Steve, so who else do we have back there?

STEVE: All righty, up next, I'm going to bring on Joshua Reeves. And he's going to do the same thing as Ken, let us know about him and his universe and his question to you.

JOSHUA: Hey, Ari, thank you so much. I've been following your stuff ever since my first job at the bank back in 2003. So but you know, since then, I've left the financial world and I now I'm a web developer focusing on complex integrations, optimization and conversions. So my biggest problem is probably myself, honestly. I'm trying to upgrade my clientele, my client base. I'm going to the next three pricing brackets.

So there's going to be some cold outreach involved. And I have three main concerns. The first one is the whole. I've always gotten the 'well you called me' and then they immediately switch into 'well, I'm the one in the power right now'. So really, I think if anything's going to happen, it's going to go my way. And then the second thing is, you know, in my industry, when I'm doing agency partnership calls, agencies will call me on and start asking me how I would solve certain problems.

And then I say, 'Oh, well, that's what the money is for'. But you know, I don't say it like that. And then the third one is, you know, like, honestly, at my pricing level, I do want to be seen as the expert. So how do I bridge the gap from like, 'Hey, I'm coming out of nowhere, this is a cold email or a cold call, and yet, you have to follow what I'm saying. If you want things to work.'

ARI GALPER: Alright, so if you're in a high margin business, low volume, right? It was I think you're talking about.

JOSHUA: Yeah.

ARI GALPER: A couple clients a month and you're feeling great month, right?

JOSHUA: Great. It'd be fantastic.

ARI GALPER: Okay. That's doable. As long as you're changing the thinking out of outbound mode. What you have to do is shift to how do I create an inbound demand creation, where I'm positioned as the expert, and they're coming to me? Okay, so if you're in a high volume,

low margin model, and it sell a lot of small price point items, fine, you can play the numbers game, but you don't have the effort. You don't have the time and energy to be calling somebody who's not accepting of your conversation. So what you need to do is reverse engineer this, meaning start with who's your ideal client? Who is your ideal client?

JOSHUA: Well, on the one end, it's an agency that has a lot of high end clients.

ARI GALPER: It's a middleman, not the client themselves.

JOSHUA: Well, and then the other the other side is precast, concrete builders and suppliers.

ARI GALPER: Okay, stop right there. So the agency model was gone through channel, going through double two hops. You got to go through the agency, then the client. Skip that for now. First, crack the code on how to get a direct client without a middleman. It's a lot easier, believe it or not. And the beautiful thing about you is you already have a niche, it sounds like this concrete construction niche, which is amazing. Because the more narrow space you have, the more you can become an iconic category of one.

So what you need to do need to do, Joshua, is we need to not market yourself or your services. But we need to market the specific problems and issues that concrete guys or gals struggle with in their business. Because the problems themselves will become the magnet. That they'll come to you as the expert now, it sounds so contrarian, because you are thinking my job is sell my services and sell me, no. Your job is to sell the problems for them to go, 'Oh, I've got that issue. I got that issue. I got that issue.'

JOSHUA: Right.

ARI GALPER: 'Oh, and he's an expert in that issue. Oh, and he is in my industry, I should go talk to him.' That's a psychology what has to turn in their mind to do that. That's like, phase one. And we can talk more privately about the rest of this.

JOSHUA: Sure.

ARI GALPER: But, I want you to start thinking about how to realign these ducks in a row. So we create a model where they're coming to you on a silver platter like a conveyor belt, because all we need is a couple a month to have an amazing year. Right?

JOSHUA: Right. Right.

ARI GALPER: Well, they're already in a pond somewhere that someone else has already collected. So hopefully that gets you started to think a little differently.

JOSHUA: Yeah, no, absolutely. Finding the pain and then selling the...

ARI GALPER: You don't have to find the pain. Joshua, you already know what the problems are, don't you? You know what issues they struggle with in their business that you can help them solve? I would assume you wouldn't know that already to some extent. **JOSHUA:** Sure.

ARI GALPER: Of course. So you're not fishing for the problems. That's the old model. 'What problems you have?' No, you're going to enter the process already knowing what their core

problems are, which in most cases you have in the back of your mind. So we're finding that over time, but that's what you are going to be thinking about this, okay?

JOSHUA: That's fantastic. Thank you so much.

ARI GALPER: All right, Joshua. Thanks a lot. Okay, we are back to Stump the Guru Show. All kinds answering questions from how to reengage folks how to go deeper in the conversation, how to go to a new market without selling, promoting, pitching yourself. This is very contrarian to most marketing, sales conversations. It was all about how do we market our business? How do we sell ourselves? How do we sell our solutions? Answer is you don't. You market the problems that your clients have to your niche areas to your market. You use the problems to fish them back out to you.

Well, let me more about how we do that we have a unique way of doing that. Just go to unlockthegame.com, grab a consultation for free or grab our latest book and have a chat. And you'll learn more about this concept. And I'll tell you, the nice thing about it is, it's contrarian and unconventional. And that's why it works to no one else is doing it. All right, so Steve who else we have back there?

STEVE: Alrighty up next, I'm going to bring one of our favorite closers of all time, Sam, I'm not going to tell you what to do my man, because I know you already know this.

SAM: Thank you, Steve. Ari, that was really good information and insights. Actually, you go that last gentleman, I've got a similar question. I'm involved in the productivity space where I help business owners remove the right roadblocks from enabling them to have more time. And I had a revelation recently. And I do this part time. But when I actually every time, I'm in front of a group of people doing a presentation, and I'm talking every time. I always get either an appointment on resume, or I get a client.

In fact, most 90% of the time I actually get clients from that. So my revelation was that knowing that all my clients come from that, how do I get more introduction to do presentations, and typically these are network groups, or they're like, you know, Chamber of Commerce's or there's a lot of different associations out there that hold these like meetings for business owners.

So my client is a business owner, but my channel to get through is always the coordinator of speakers or something like that. So I've been following your material for a long time. And I know the ideal scenario is to become a trusted authority develop a trust asset. But I'm looking for some quick ways that I can, because I only want to do this part time, one client every now and then is enough for me, what would you suggest in that scenario?

ARI GALPER: Do you have your own list? Do you have your own lists and database of people around this topic that you already have collected over time?

SAM: No, no.

ARI GALPER: Problem number one, okay, because you don't have your own asset, which is a client group of people, you have to go knock on doors and borrow someone else's asset.

SAM: Right.

ARI GALPER: They spent the money already in the energy to collect your ideal class into a pond. So it's a big ask to say, 'Hey, can I speak to your clients?' Now every speaker in the world does. That's their coping, the speaking business was really isn't the business it is just the medium. But I want you to just start seeing the big picture here is that that's the path of most resistance saying, 'Can I speak to your group?'

Well, what I'd rather do reframe the question to 'Ari, how can I quickly create my own pond of people in business, who have an interest in productivity that I can collect quickly to do a talk to other webinar or an event of some sort, and get, say, 20 people into a room myself?' I always liked the idea of being self-independent, and self-sufficient. I don't like going through middleman or middle of people. I don't like to ask permission. 'May I? Knock on the door? Oh, can I be speaker? Oh, how about me?'

I don't like that positioning at all. I think you're better off thinking, how can I come into the market as the expert already? How can I create my own list of people? And it goes back to the previous conversation. Where are the top 10 or 15 issues that you believe you solve through your market that they're having? What can we do to create some kind of better asset to as a free offer to have them come in your database? And then from there, invite them to an event. All you need is 15-20 people, right?

SAM: Yeah, absolutely.

ARI GALPER: You need 500. I mean, that'd be nice. But I wouldn't wait around. For the moment you get a phone calls with 'Hey, we're looking for speaker, can you come on next month?' 'Sure.' Like it doesn't have never happened to me, like every once in a while, but I couldn't be here right now if I waited for that phone call. It just never happens. Then on the other side, you're knocking on doors like, 'Hey, can I speak? Can I speak?' You see how it's sort of like the path of least resistance?

SAM: Oh, yeah, yeah, absolutely.

ARI GALPER: So if we had more time, I'd help you architect equip model to generate your own leads that go into your own database. That's step one. Step two is inviting to an event. And then you have your own funnel that feeds your own events without anybody else.

SAM: Yeah, yeah. Okay. Yeah. I guess I got seduced into the trap because when I do manage to speak to someone, and it's a networker or a BNI meeting, I always get a green light. So my thought is, well just do more of that. But you're right.

ARI GALPER: Well, then going to answer is do more of that. If that's working for you, Sam, keep doing it.

SAM: Yeah, well.

ARI GALPER: Well, well, what?

SAM: It's not working....

ARI GALPER: Okay, it's not working as well. Hence, my original moments with you why it's not working well.

SAM: Okay. So you got to separate yourself from what works well and consistently and what was randomly.

SAM: Yeah.

ARI GALPER: It's easy to get seduced to 'Oh work once or twice. Well, it should work again.' That's not a proven system, Sam. So anyways, you got to build a model that's predictable that feeds you every month consistently without going through someone else. If your listeners call you have a business like this depend on someone else, you're at risk. Because they can pull a plug whenever they want. All right, Sam.

SAM: Perfect, Ari. I think it's a big thing to take away from those. Forget middlemen, go direct.

ARI GALPER: Always feed yourself first, like on the airplane put the mask on first. Do the rest later. Okay, Sam.

SAM: Beautiful. Thank you, Ari.

ARI GALPER: Okay. Sounds good. All right. I think we have time for one more. Is there anyone else back there Steve?

STEVE: Let me see. Kerry might be on. Let me see if his camera pops on and Kerry's camera pops on, we've got one more.

ARI GALPER: No problem.

STEVE: We still have minute here.

ARI GALPER: No problem. I hope you're all enjoying the show so far. We always get live questions like this that come from left field right field. We don't know what's coming. But you'll see as a frame in which I used to answer all these questions around trust around path of least resistance around less steps around trust. So if you want to learn more, we just launched our new book called Trust in A Split Second. It's not available on Amazon. Only available in unlockedthegame.com. So grab a copy there and we can have a chat.

STEVE: It looks like Kerry's coming up so I'll let you close it up my man and I will keep on rolling.

ARI GALPER: Yes. Well, thank you for coming to show everyone hope you enjoy the podcast. And if you want to join the show next time, just go to unlockthegame.com/podcast. There is a form there, fill it out to be selected to be on here to ask me a live question. If you wanted to have chat with us directly, grab our book in the website or the..., unlockthegame.com and I'll see you all next time. Thanks for joining. Thanks for coming. (I've come up with a way to totally eradicate this whole idea of rejection and sale. If its over at hello, how the heck are you going to succeed in sales? You've got to rise above that and change your mindset.)

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.

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