

# 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: 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 hope you're doing well. We are back again for another month of live without a net coaching and questions about sales from a different perspective. My name's Ari Galper, specializing in trust-based selling for the last 25 years. I can't believe actually saying that word, but a long time but still standing.

And then standing true to our principles of no chasing, no follow up, no closing techniques, and not having to give away the farm sell your soul having to chase ghosts. Those are all the nightmares that people get stuck in when they're experts and the knowledgeable and they feel their obligation is to deliver value upfront, which is a mistake.

And so we have a whole different way of thinking; it's very contrarian, I will warn you in advance, all of our concepts are the opposite of what you think you should be doing, yet it's so simplified, so easy, no stress, no pressure. And the core of it is based upon building trust with people. And that's the whole sense of our philosophy and our approach.

So this show really is a chance for people to jump on live. Ask me a question unrehearsed that they have that they might be stuck in in a sales scenario, they're chasing someone, that a big opportunities pending, they can't move forward. And I'll provide some live coaching, some insights, advice languaging.

There are folks from all over the world who listen to podcasts every month, I get the numbers, a lot of people and they write down their notes. They listen carefully, and they apply what they're hearing today. And the results speak for themselves. And so if you're listening right now, and you're not here live, but you want to get my new book that just came out called Trust In a Split Second. You grab a copy at [unlockthegame.com](http://unlockthegame.com) or my name, [arigalper.com](http://arigalper.com).

There's an opportunity there to get a copy mailed to you for free, along with a consultation to discuss your situation, unpack your funnel, identify the holes, and see if there's some insights we can help you with along the way also. So grab a copy there, there's some new insights that might help you in there. I've got five other books as well, on the website, you can get if you'd like to be on that.

And, look, this is a chance to really go deep on your scenarios. But I want to kind of start with the theme today around the concept of relationship building pre-sale. And for years, we've all grown up in the know-like and trust-model, where we've been taught that our job is to build a relationship for the people. And a lot of sales trainers still teach the idea of taking personality tests and assessments to identify your personality to see if you match with the person you're talking to, to know what your coke type is.

And then once you know what your type is, you're going to adapt your type to the person you're talking to. It just feels very complicated. The whole idea is for them to get to like and know you. And what we discovered is, and this is really a deep truth, that real relationships take time to build, take a long time to build. And the best time to build a relationship with someone is after they're a client, not before they're a client.

So if you're attempting to try and build a relationship with someone and they get to know and like you in advance the sales process, they can view that as contrived. They can view it as you having a hidden agenda. Because the irony of all this is they aren't looking for a new friend, looking to solve a problem. So our approach advocates eliminating relationship building, but still building trust with bedside manner, like a doctor and warmth and empathy and not fact finding but asking trust-based questions.

And you'll find that people will hire you not because they want to become your friend or get to know you better. They aren't going to hire you because they can trust you solve their problem. And once you relieve yourself of that obligation they haven't delay in the relationship part and focus on the problem part instead, it's a massive shift in how fast they trust you and hire you. So think about that next time you're with someone and let us know your feedback.

All right, we'll get this going. Our clock is ticking. And we'll call on save to bring in our first guest who's in the waiting room to ask me a question.

**STEVE:**

All righty, here we are. Let me make this big for Rey. Here we go. Happy Spring everybody. Spring has sprung so it's it's the official week of spring. We're gonna

bring on Baltimore's very own. Norris Brodsky first today. I wish I had an applause for Norris today. What's up, Norris? How you doing?

**NORRIS:** I'm doing good.

**STEVE:** If you could let Ari and everybody know a little bit about you and of course, your question.

**NORRIS:** Yes, Norris Brodsky, senior financial adviser, been in the business of helping people for 27 years. And finding Ari a year or two ago has just been phenomenal, inspirational frankly, and career changing. So make sure you can get your head out out of the door when this is over Ari. But I've got one to stump you. Okay.

**ARI GALPER:** Bring it on.

**NORRIS:** All right. I've had a client for over 10 years, and she's been a good client but she has a little bit of a mind of her own. And she just retired and she has about 25% of her portfolio in her retirement plan. So in so many words, I said to her today in a meeting. 'So when are we moving that over so that we can incorporate it in your plan?' And she said, 'I don't think I'm moving it over. I'm going to give it to somebody else.'

**ARI GALPER:** Okay.

**NORRIS:** And Ari says...

**ARI GALPER:** Well, let's go backwards for a second, not forwards. The question is, what triggered her to not be open to moving it to you? Why did she react like that? And what I'm picking up in your languaging when you said to her, 'why don't we move things over here?' to map to your plan, right?

**NORRIS:** No, let me... to be specific.

**ARI GALPER:** Yeah. Yeah.

**NORRIS:** She's had this with another as part of her retirement plan.

**ARI GALPER:** Sure. Sure.

**NORRIS:** And she called me. And so, I think I'm ready to move that money over.

**ARI GALPER:** Okay.

**NORRIS:** So when we were meeting today, I didn't say it like that. I said, well, I said, 'Tammy, how would you like to proceed from here with that money?'

**ARI GALPER:** Oh, I see. So let me get this right. She calls you and says, 'Hi. I want to move some money over.' You say 'Great. When do you want to move it over?'

**NORRIS:** No, I said, 'Great. Let's get together...'

**ARI GALPER:** Let's get together.

**NORRIS:** 'Let's review your plan.'

**ARI GALPER:** Got it.

**NORRIS:** 'And we'll go from there.'

**ARI GALPER:** And then you got together with her.

**NORRIS:** Today, we had our meeting. We went through the plan.

**ARI GALPER:** And then you said, what?

**NORRIS:** We talked about several strategies...

**ARI GALPER:** Sure.

**NORRIS:** ... for her to implement going forward.

**ARI GALPER:** Sure.

**NORRIS:** And then I said, you know, 'You told me about these funds. Where would you like to go from here?'

**ARI GALPER:** Got it. Now, why do you suppose she says to you in that initially, 'I'm ready to move my funds'. And then your meeting she says to you, 'I don't want to do it.' What happened in between you think? Why did she change her mind all of a sudden?

**NORRIS:** Great question. I said to her...

**ARI GALPER:** Yeah, go ahead.

**NORRIS:** She said well, she'd like to diversify her advice.

**ARI GALPER:** That's so interesting because she says to you 'I'm ready to move my money.' She says to you, 'I'm wondering if I...' She has a meeting with you. You lay the plan out. You do everything you're supposed to do and at the end the complete opposite of what you said from the beginning. Now I have to beg the question, what happened to cause her to go through all that at the end, do nothing?

I mean, that's a real question exactly to ask ourselves. I wasn't there. So I don't know. But it begs the question. See, here's what I would say. That's the goal is the truth, not the sale. The goal is to figure out what happened. What did you do on your end that may have triggered her to change her mind?

**NORRIS:** She said 'It's nothing you do.' She said, 'Norris, it's not you. It's nothing personal.'

**ARI GALPER:** So what is it?

**NORRIS:** I want to diversify my advice.

**ARI GALPER:** Advice? Diversify. What does that even mean?

**NORRIS:** That means, well, maybe 'I'll get some different recommendations.'

**ARI GALPER:** Right. Yeah.

**NORRIS:** That maybe...

**ARI GALPER:** Right, yeah. I know...

**NORRIS:** Let me tell you what I did. I said, you know, 'In the very best terms, I'm a fiduciary. And I have to do what's in your best interest.'

**ARI GALPER:** I understand. You're trying to show her that you're solid, I get that. But what I'm trying to get at is this, Norris

**NORRIS:** I said, 'Do you trust me?' She said, 'Absolutely.'

**ARI GALPER:** Okay, hold on, hold on. But she's not telling you the truth. There is something going on under the surface that made her flip from 'I'm in, let's do this' to 'I'm not in'. Something is going on there no matter how honest and truthful, you are legitimate you are. So what I probably say to her in that scenario, I'd say 'I'm just curious. What has changed for you from the moment you gave me a call to suggest one or consolidate your funds here under your plan we talked about to where we are right now? If you wouldn't mind it, share with me a little about your thoughts about that. It'd be great.'

I want to understand what caused her to shut down with you and get skeptical and go elsewhere to diversify, because diversify means she felt risk by putting it all with you.

**NORRIS:** Yes.

**ARI GALPER:** So I want to know what is underneath that thing. So the only thing you can do right now, is this with her. Give it a few days, give her a call back and use the apology approach. So 'Hey, how are you doing? Hope you're well, like, I just want to give you a call. And I want to apologize to you. You know, I was under the impression when you gave me a call that you wanted to consolidate and move things forward. And I thought it is the right thing by walking the plan and how to do that. And I'm perfectly okay that you changed your mind. But I'm just curious, well, listen feedback from you. What did I do on my end that made you feel uncomfortable moving from your initial request, if you wouldn't mind?'

**NORRIS:** Okay, but it's too late. I sent her an email about an hour or two ago, I reviewed thanked her for coming in. I reviewed what we did, we talked about future steps. And then I said, 'However, we really can't go forward until we resolve this issue because I can't accept a portfolio with multiple advisors.'

**ARI GALPER:** Yeah, I know. I know. I know you're closing her down I get it. But you got to change your approach Norris to give it some space to breathe a bit. And then allow you to reengage her not an email but with a humble conversation and falling into your sword and say,

'Hey, maybe it was me. Maybe something on my end that made you feel uncomfortable? And I'm just curious.'

**NORRIS:** 'No, you didn't make me feel uncomfortable?...'

**ARI GALPER:** So, what changed? What? No problem. What change from your initial call to me to the end of our process, I would love to know what your thoughts are on that to make you feel like you didn't change. What would that be?' Lower your voice? Don't be defensive. Be soft in your tone. Give her permission to tell you the truth of what made her change her mind. Something triggered her to change her mind from her initial request to you to the end. All thing between that...

**NORRIS:** ... about it I don't want all my money with one advisor.

**ARI GALPER:** Right, so I'm just curious, how come your initial request was to put everything into one advisor with me? Well, what changed?

**NORRIS:** I've decided I just didn't want...

**ARI GALPER:** And what is it that triggered that decision? What changed from... Okay, we can go obviously I'm just telling you in general Norris. Don't make any assumptions. Get to the bottom of this thing and fall on your sword and say, 'Hey, maybe it was me. I'm just curious. What was it that caused you to change from x to y?'

That's all I'm suggesting to you. And just pull back a bit. So you don't because I feel like a bit of tension and defensiveness about, 'Hey, I can't work with you, if you're going to do this kind of thing.' So it's upsetting that you're set on this trail to move forward at the answer you pull back on you. It's not, it feels not right, right? Because she set you on a certain track.

**NORRIS:** She specifically said, Norris, I trust you. But I don't really trust you with all my money.

**ARI GALPER:** I know. And that's why you feel slighted. And that's why you feel a bit defensive about it. Because it doesn't feel right to be. That's why I'm so curious to understand what happened anyways. All I'm suggesting is give it some space. Give it about a week. Give her a call and get the truth.

**NORRIS:** Okay.

**ARI GALPER:** All right, my friend. I'll see you soon.

**NORRIS:** Thank you.

**ARI GALPER:** Bye bye, Norris. All right, we are back to the Stump the Guru Show. You can see these scenarios are quite complex. And they're quite deep. And it's easy to react to scenarios without having a perspective on it. But I think the idea here is to get the truth behind every situation like this and find out what the obstacle was. We're off to our next person. Who do we have today, Steve?

**STEVE:** Alrighty, next, we're going to bring Kerry on. He's been here before hasn't been on in a bit. Kerry, how you doing? My friend, if you can let everybody know about you. And your question for Ari.

**KERRY:** Thanks for that, Steve. I appreciate that. And Ari, thanks for having me on the show. So I run a nonprofit organization, we talk to a lot of people and had an interesting conversation the other day that I'd like your input on.

**ARI GALPER:** Sure.

**KERRY:** As I was going down the iceberg, exploring the different problems that the person has what was interesting was when they would say they had a problem, they would describe it, and then would begin to talk about the problem, they would immediately interrupt me and say, 'Well, no, that's not what I said.'

**ARI GALPER:** Wow.

**KERRY:** And I was being very careful to listen carefully. I even began to say, 'Okay, just to confirm what you said it was this.' They would agree with me. And then as I would begin to discuss the problem, they would say, 'Well, no, it's not really that way.' And ironically, because it was really catching me off guard so I slowed down, took your advice, and lowering my voice slowed my pace of talking. And it happened almost with every single problem that they expressed that they had, and then they would deny it. That 'No, that's not what he said. That's not what I meant.' So...

**ARI GALPER:** Alright. Whenever you are a situation like that, and your instinct, has you feel resistance or defensiveness, the first moment you felt that is the moment you have to stop everything. Stop the trains. Don't keep going. And address it this way.

You know, 'I Dave, I get the sense that you're a bit defensive or not connecting here around trying to unpack understand more your situation? And I'm just curious, what is it that I'm not aware of that you don't feel comfortable sharing with me about your situation? I feel like there's something here that's just not out in the open? Or if it's not in the open is there something else I'm missing around your situation that I can better understand about what you're trying to solve today? If you wouldn't mind, would you be open to sharing some of that?'

**KERRY:** I love what...

**ARI GALPER:** What I'm trying to say is, I'm using your languaging here to de-escalate the tension, the moment you hear it and feel it, rather than bypass it and hear it again and again they can't do until it's too late. Because your job as the doctor is to basically help the patient see their own problem. And if you feel resistance in that way, you have to neutralize it immediately by addressing at the moment rather than later.

And using language like that. You don't want to make them feel bad. They got to feel good about telling you the truth. But when you sense the fact that defensiveness or any resistance, stop everything, and lower your voice with bedside manner and say, you know, 'I'm just curious. I get the sense that... All right, Kerry.

**KERRY:** Perfect. Thank you so much for that Ari. I appreciate it as always.

**ARI GALPER:** Thank you so much. Good to see you again. All right, back to the Stump the Guru show and we're having some interesting conversations today very deep scenarios that are emotionally laden, as you can see, which requires delicate languaging a delicate thought process, and with respect to other people to help them feel comfortable, and in both cases here, telling you the truth.

That's the goal of our model: our process is to get to the truth, not the sale. We get that head, that in your mind that thinking that changes all your behavior, all your languaging and all your processes for them to trust you more effectively, because they can see you don't have a hidden agenda. All right. Anyone else out there, Steve?

**STEVE:** Yes, I'm going to bring on Jerry, who hasn't been on in a while, but I'd like to welcome Jerry on his camera to be clicking on any second out.

**ARI GALPER:** All right.

**STEVE:** Come on, Jerry. I know you can do it, buddy.

**JERRY:** It says it's on.

**ARI GALPER:** That's really odd. Yeah, we're not quite seeing you.

**STEVE:** I'm going to bounce and let you flip it off and on to see if that resolves.

**ARI GALPER:** You know what, let's take Jerry real quick without the camera. We'll get the audio for now. Okay, Steve. Oh, there you are. Jerry. Jerry, why don't you walk us through your question real quick. All right.

**JERRY:** Sure. Ari, I'm in the property casualty business. I own an agency with a major insurance carrier in the US. And I've been doing this a while now about 50 years.

**ARI GALPER:** Sure.

**JERRY:** And I've had to change our approaches over the years. And since COVID. And since I've met you, and we re-engaged in some of the information about the iceberg. I've tried to implement that. And we have a lead generation system. And so when we call they're expecting our call, and here's what I've taught him to say, 'If it's okay with you, I'd like to ask you a question. Is that okay?'

And then usually the customer will say, 'Yeah, okay.' 'What has you shopping for insurance today?' And usually, when we do that, it's sort of like pricking a balloon. It's just a whole bunch of stuff starts flowing out. But I'm wondering, can you improve on that?

**ARI GALPER:** Yeah, see, what we have to ensure in advance is that they're comfortable revealing you the truth behind what their intentions are? And rather than saying, 'May I ask you a question?' I would slightly adjust that too. 'Would you be open to share with me a little



bit about your situation? What specifically led you to living looking for some assurance help? And then we can take it from there? Would you be okay with that?'

**JERRY:** Oh, that's much better. That really worked better, Ari.

**ARI GALPER:** It's more gentle, it has some love in it, some warmth. They can feel comfortable relaxing with you. When you say 'can I ask you some questions', that feels like a cross examination on a witness stand.

**JERRY:** Right.

**ARI GALPER:** So the tonality, the languaging is the magic sauce that we developed here. And as you can see in this scenario, and it's so easy for us to not even be aware of it. We just say the words and we expect an answer. But the answer unfortunately, will not be 100% truthful because they won't trust you enough to be vulnerable with you and to tell you that truth. So hopefully it helps you.

**JERRY:** For sure. Thank you.

**ARI GALPER:** You're welcome.

**JERRY:** Sorry about the camera. I don't know what's up.

**ARI GALPER:** No problem. We'll get to you next time.

**JERRY:** Thank you.

**ARI GALPER:** All right. Steve, we got about five minutes left. Anyone else popped out there?

**STEVE:** Yeah. And you know, Norris made a good comment in the private chat that it could be that the slide was left on the camera. I know. I'm guilty of leaving the cap on at times. My first calls but we've got Sam here still Sam's around. So I'm going to bring Sam on.

**ARI GALPER:** Sure.

**STEVE:** He has a camera. His cameras operational. Nothing ..., but it's a human. So we'll end gracefully with with faces. All right, Sam. You know the drill, Sam, I don't have to tell you.

**SAM:** Thanks, Steve. Thanks Ari. Are you just along the lines of I'm a business coach. And one of the things that you started the podcast here with was brilliant about this relationship building. Quick question. How do you handle the situation where someone sort of almost insists on building relationship? They're not in our world. They know that relationships is not something that we do, but they do want to get to know you a little bit on the phone call. So they might start the call, and that might just take control of it.

And I know that you've said that that's you know, we got to take control of it, but they might just jumping in, and say, 'So Ari, you tell me a little bit about you and tell me a little bit about..., I want to get to know you a bit more,' And are insistent upon that? How do you handle?

**ARI GALPER:** That's okay. That'll happen, it happens a lot to me sometimes, too. It's normal. So here's what you don't want to do start talking and talking and talking and talking. And now it's all about you. Here's what you do, instead, you summarize what you do in a very clear, concise way that describes the problems that you help your clients to solve.

So when the guy says you, 'So, Sam, tell me about you tell me what you do, Sam.' Here is what you're going to say, 'No problem, Mike, happy to share with you more of more about yourself. Sure. Basically, to summarize, I'm a specialist, and business coach, and I help business owners who are doing at least a million dollars a year in revenue, solve the problem of crossing the \$5 million mark, by addressing basic three core issues. One, two, and three. That's all I do. Now, tell me about you, John, a bit about your background and what we do and your story and what you're here today.'

So I just condensed quote, the sales pitch that we're taught to do, you know, like the 30-second, infomercial, or their elevator pitch, from all about you to all about the problems you solve for your clients. That's how you reposition it, and then they kind of stop talking. They go, I get it, and the balls in their court again.

**SAM:** Right. Okay. Okay, so what you're saying is, don't resist it and shut it down.

**ARI GALPER:** No.

**SAM:** Give him a little bit, summarize it into the problem statement, and then put it back to them.

**ARI GALPER:** Yeah, they never need to feel shut down. And we don't have to shut them down. We just have to give them what they really are trying to say. But aren't saying it the way they should be saying it. What they're really trying to say is, 'Sam, what problems do you solve that you can help me with?' But they're not saying it that way. They're saying tell me about you. I just don't know how to say it. That's why you're the doctor. And they're the patient.

**SAM:** Yeah, yeah. And that's great Ari. Because some people are a bit conditioned. Yeah, they're friendly. They feel it that that's the norm. That's what they've been used to every other phone call.

**ARI GALPER:** That's fine. You can be friendly too, just don't continue off the ski trail on some other track. That's all.

**SAM:** Yeah, yeah. All right. That's great. Perfect, Ari. Thank you very much.

**ARI GALPER:** Good to see you again. Take care. You too. All right. All right. So that's our Stump the Guru show for today. We had a quite a gauntlet of different scenarios, questions. Hopefully, you got some lessons from today. I think the general theme today is that there's depth to the sales conversation. And most people only live above the iceberg at the surface level. They don't know how to go below the iceberg. They don't have the languaging, the nuance and the art behind this. And that's what we have mastered over the last 25 years.

So if this intrigues you, or interests, you, at least come to [unlockthegame.com](http://unlockthegame.com) or [arigalper.com](http://arigalper.com) and get my latest book, *Trust In a Split Second* and have a chat with us about it. And let's see if we can unpack and zero in and figure out what the hole is in your process and to help you from there. And we'll say goodbye for now, and we'll see you next time.

We hope you've enjoyed this month's segment of *Stumped the Guru* and 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 these podcasts. 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.