

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: Hi everybody. Welcome to the Stump the Guru show. It's Ari Galper with trust-based selling. I'm on the road this week in the US spoke at the Financial Planning Association annual event last week. So, I'm visiting some family, hence the background is a bit different. But if you're new to the show, this is a chance to jump on live and ask me a question. Just go to stumptheguru.com.

And if you don't know what we do, we specialize in a unique approach called trust-based selling, where you can compress your sales cycle down to less steps, build trust quicker, and not chase people anymore. That's probably the biggest end result of our work that we do. We have a whole body of language around that, with trust-based language and mindset shift and a really unique approach to doing that.

So this show really is about people jumping on, asking some tough questions they can't solve on their own, getting some new insights. Folks come back every time to ask new questions, which is great, but I want a theme today that show with the concept that would advertise, which is the idea, what do you do at the end of a call with someone where there's chemistry, they're interested, how do you end that call without them dropping off and you having to chase them? It's always kind of an awkward moment.

So there's a couple of things you can do. Obviously, you're not going to try and close them, per se, but you want to keep them going with you. But if they get off your calendar, then you're kind of in trouble, because you're forced to chase them. So here's a phrase you can do. You can say at the end of your call to really gage where they're at, which will then give you permission to go to a next step, which is to hopefully schedule them for a next step with you.

And here's the phrase. It goes like this, you've had the meeting with them all was well. There seems like a good fit. And they're happy with you, and you're happy with them. At the end, you're going to say this. You're going to say, 'Where would you like to go from here?' And that creates space to allow them to process in the back of their mind what they feel comfortable doing with you next. And hopefully they'll say to you, 'Well, I'm interested in working with you or talking to you.'

Now, if they say some of the effect of 'Well, I need to think about it, or now's not a good time.' or something like that. Then you can say this. You can say, 'No problem.' Always say, 'No problem. Would you be open?' That's the bridging phrase. 'Would you be open to us, circling back on our calendars, scheduling a time right now to circle back again.'

Say, two weeks from now, we can catch up. You may have some more questions for me. I may have more questions for you...' And here's my favorite word of all, 'We can brainstorm some new ideas for you as well, and to see where you're at. How does that sound to you, Mike?

That's a hard offer to resist. There's no pressure. The languaging is carefully chosen to give them enough space to realize you're here to help them think these things through. And the folks who have actually implemented this are getting amazing results. They're all getting booked appointments for a second meeting from the first by that simple languaging.

So hopefully it helps everybody who's either on the podcast listen to this call right now or watching live to use this as a tip to keep your prospects on the calendar every step of the way. On that note, we will jump on to the live show and Steve, who we have back there today?

STEVE: Alrighty, for the people that don't know, this is actually Ari's childhood bedroom. I'm kidding. I'm kidding. Alright, I'm going to bring Doug on. Hey, Doug, how are you?

DOUG: Great. How are you doing?

STEVE: If you could tell everyone a bit about yourself and your question for Ari, please.

DOUG: Yeah. Ari, thanks for taking the call.

ARI GALPER: Sure.

DOUG: So I am a financial advisor. I've been for 27 years. Recently, I can't I've come across a handful of opportunities that are different than what I'm used to. And that is, I've got, I was caught to either colleagues or friends in some social way. I've got people who I've known for a long time who are approaching retirement. They know what I do, but there's no bridge. I'm struggling to find like we've done in other ways that you've coached me an articulate, frictionless way to create that connection.

How would you suggest I talk to someone or approach this kind of situation where I know for a fact they've either; I've got an email that says, 'Hey everyone, I'm retiring next month.' And I'm like, I've known that person for 32 years. What do I do?

ARI GALPER: Okay, okay, yeah, it can be awkward to make that transition from social to business. And most people out there struggle with this because we're taught to network, build relationships with people, and the hope that they'll do business together but you're talking about a situation which is now being triggered by their retirement. So the question is, how do you approach them in a way does not feel like you're just trying to approach them for the money only.

You actually want to help them. And that's the key they have to feel emotional connection that you are there to help them, not just with them as a client. So here's some language to think about. Let's just say the guy's name is Bob. 'Hey, Bob. How's it going? I hope you're doing well, I heard you're retiring. That's great. Um, listen, I've been thinking a lot about you and your situation, and I may have, not information, some

insights and ideas that might help you personally, as you transition out to retirement phase, that could potentially help you financially in many ways. It could be in terms of saving some taxes, or even really getting a lot clearer on what your legacy might be.'

You kind of list out what you believe the key three or four issues would be that would trigger a, 'Hmmm, I need to think about that.' That way it connects to what they're thinking about. Then you can say, 'If you be open to it', key phrase, 'I'd be happy to just, we can have a chat together and kind of do a bit of a diagnostic conversation together that I've got, I've really honed in down and help maybe see some blind spots or insights that you may not know about that might be to help you in your transition. Would you be open to that Bob?'

So you can tighten up a little bit, but the key phrases are open. You're listing out the issues and the triggers that you believe are important to him. You have a unique diagnostic process that can help him find the blind spots that maybe even he himself would know. That always feels like you're doing something for him, and you're going to help him see around the corner that he can't see on his own. And that's your positioning, Doug is that you see around the corners where others see behind the corners, see backwards. That's your unique positioning for everyone to approach, and that's intriguing for anybody to even say that.

DOUG: Yeah, for sure.

ARI GALPER: You know. And I think that might be your opening.

DOUG: That's no, that's great. It's sort of like, and I think it's very similar to other things I've seen you talk about, or advice you've given on makes no sense to try to just create some inauthentic commentary or slight of hand or bait and switch type of a thing, but it also is very, I think 99% of salespeople, regardless of what they're selling, probably move into that category, whether they know it or not. And then there's this much just the straightforward bull in a China shop approach is going to turn them off.

ARI GALPER: Right...

DOUG: Um, so it sounds like...

ARI GALPER: Most people have the right intention with the heart. They want to help people.

DOUG: Yeah.

ARI GALPER: But the words come out kind of, you know, staccato, like fragmented, and it feels awkward, and you're like, 'Ah, why did I say that?' So the magic here is the languaging and the phraseology.

DOUG: Okay? And so what you're saying is, it is really, it's a win-win. It's you're help. You're truly offering to help them.

ARI GALPER: Look if he says, 'No, I think I got it down pretty tight. I got the whole thing mapped out.'...

DOUG: Problem solved, yeah.

ARI GALPER: You say, 'Hey, great, have a great day and good...'

DOUG: Yeah.

ARI GALPER: 'Let's stay in touch.' That's it.

DOUG: Right. Then you just, right. Then you also haven't ruined a relationship for both of you.

ARI GALPER: There's no liability or downside to this at all, no risk on your part with him.

DOUG: Makes sense. I appreciate the help.

ARI GALPER: Thanks for coming in, Doug.

DOUG: Thank you.

ARI GALPER: Take care. All right, we're back to Stump the Guru Show. This is where people jump on live. I'm here without a net, so to speak, their toughest challenges they have in terms of the sales process, chasing ghosts, complex scenarios, and often the answers are different way of thinking and languaging. And that's kind of our superpower here.

If you don't know, we have our latest new book that's out now called 'Trust in a Split Second', also, 'Are You Chasing Ghosts?' You get a free copy at arigalper.com, or unlock thegame.com. And you can also have a consult with me or my team there to talk through your situation. That's all complimentary for those of you who are listening or watching right now. So Steve, who else is back there today?

STEVE: Alrighty, up next. I'm going to bring on Mary Brooke. Hey, Mary, how are you?

MARY: Hey, good.

STEVE: Alrighty, so if you could ask Ari your question and let everybody know a little bit about yourself.

MARY: Well, I'm a CFP. I retired, and then I got bored, so I'm back. This time, I'm doing retirement coaching. We've retired twice, so I think I really know a lot about that. What I am concerned about, and my question is, how do I smoothly move from I've had people who are ready, they're ready to change now, what we need to talk about is the roadmap, and I'm just clumsy in bringing it up.

And then the other clumsy part of it is, after we've gone through the roadmap, and I do want to get to the point where they pay me and also schedule the next move.

ARI GALPER: Okay, okay, so you're talking about the section of the One-Call Sale, which is after the iceberg. Once you've unpacked the situation...

MARY: Right.

ARI GALPER: And you've asked them, 'Is this a priority for you?' And they say, 'Yes, it is.' Here's the languaging that you can use to smooth things out for you, Mary. What you say is this, 'Would it be helpful for you if I walk you through my roadmap or framework for how I address your issues from here? Would that be okay with you, Julie?'

MARY: okay.

ARI GALPER: You ask permission. Always ask permission. They don't feel like you're taking them down a process that you're directing. Now, the way you say that, obviously they're going to say, 'Sure.' because they want to see something that of what you do. Then you show them the roadmap, and you walk through, you know, here's how you say, 'Here's my roadmap, phase one, phase two, phase three.' You read each phases and the bullets underneath that we created.

And then, at the end of you explaining the roadmap, you'd stop and you say, don't say, 'Do you have any questions?' You say, 'What are your thoughts?' That's the key word. 'What are your thoughts on the roadmap?' Because your roadmap probably is common sense. It's simple. It makes sense. And you're waiting for someone to say to you, 'Ah, that makes sense, Mary.' It's common sense, right? And then you'd say, 'Where would you like to go from here?' And you pause.

This requires immense patience on your part. because you have to allow them to step into the space. If you jump forward too fast, it's over. You've broken all the trust you created with them. So you say, 'Where would you like to go from here?' And most likely they're going to say to you, 'Well, what's the next step, Mary? How do you work? How do you charge?' Right? That's probably the typical thing they'd probably say to you. And you say this, you'd say, 'It's really simple from here, really easy from here. We just schedule a time to have you come back to start with phase one. It's a nominal one-time fee of only 3k.'

Whatever your amount is going to be, 4k, 2k. Don't use the word 1000s. Only use the letter K. It feels easier for the other person. 'It's simply 3K to have me, take you through phase one, through phase three, that assesses your situation, gives you a plan of what to do and gives you confidence what to do next. That'll get us the stage where you at least have clarity and visibility on where to go from there, then we take it from there.' Then you say, 'How does that sound to you?'

That's, that's the process to use with the languaging that should smooth out all the rough edges. I think you're probably thinking about right now. What do you think about that?

MARY: Oh, I think it's a wonderful start. Feels good.

ARI GALPER: The simpler that you make it, and the more space you create between each step, the more they trust you, because they're hiring you not based on your competency. They're hiring you based on your approach. They won't tell you that, but their emotional they'll emotionally feel that way, that the way you're handling them is so elegant and so appreciative, they don't feel like they're being sold. And that, in itself, will be the trigger for them to activate with you.

MARY: Thank you.

ARI GALPER: Great to see you again, Mary. Take care. All right, so we're getting very interesting questions here, and they're all kind of themed around how to engage somebody in a

way where you're not coming across with a hidden agenda, but you're present with them in the moment, and you're okay with whatever the next step is going to be, but you're not going to put any momentum in this conversation.

This is the key idea behind this. It is that when you put momentum between each step, and people feel pressure from you psychologically, they shut down and they want to think about it. So I'm really glad that question came up and that's why our trust-based languaging is so important that you can get some samples of that in our new book called Trust in A Split Second, which get at arigalper.com for free mailed to you stamped in an envelope, will pay for it. Okay, who else we have? Steve. Anyone else back there?

STEVE: Oh, I don't want to bring him on, but I'm going to, because I have to. I love him, but he's from Baltimore, and they just beat the the garbage out of the Yankees last night, and he deserves his moment in the sun. We all know who this is. What's up? Norris, how we doing, buddy? Man.

NORRIS: Great to see you... but I know you can handle it.

STEVE: You have your moment of glory. Man, I'm bouncing.

NORRIS: Thank you. Thank you. Good evening, Ari, before I ask the question that I had in mind, I'd like to piggyback off the fella that you spoke to.

ARI GALPER: Sure.

NORRIS: I have a similar situation. And my friend says, 'Well, you know, I already have a lot of advisors.

ARI GALPER: I have a lot of advisors, he says? Here's what you say, 'Keep your advisors. I'm not suggesting you should change advisors at all. That's the end result later. All I wanted to see if you'd be open to some different perspective and insights that your current advisors may not be given to you now.' See, he thinks your goal is to fire his advisor, to hire you. Now, that may happen, it may not, but you don't start there with the person you start with.

'Would you be open to some different insights and ideas that even your current advisors may have missed or not share with you. Would you be open to that? And by the way, we're not discussing anything about working together. I just want to give you some ideas that might help you, and then we'll take it from there. Would you be open to that?'

NORRIS: Great.

ARI GALPER: Cool.

NORRIS: Okay. Secondly, thank you. Secondly, had a dialog with someone on LinkedIn.

ARI GALPER: Yeah.

NORRIS: They connected. I asked them. I spoke about what, I mean through LinkedIn, I told them a little about what I did. 'Would you be open to a phone call?' They didn't say no. They said, 'Not now.'

ARI GALPER: Okay. Did you say, what was your actual text that you wrote? Did you say, 'Would you be able to call?'

NORRIS: 'I'm reaching out.' I said that. You know, 'I'm reaching out. I run a financial advisory practice in Baltimore. I serve successful business owners and leaders. We specialize in creating tax effective planning strategies in anticipation of transitioning into the next phase of your life. Would you be open to a conversation in the next week or so?'

ARI GALPER: I see.

NORRIS: They said, 'Not at this time.'

ARI GALPER: Okay, okay, so I might tighten that up a little bit, and I might say, like I mentioned a minute ago, is, 'Would you be open to some different insights and ideas that may be helpful to you in terms of exiting planning, and if you'd like, if you'd like,' that's important phrase, if you'd like, ask permission, 'We can have a brief...' Here's the word, not conversation, 'a brief catch up, chat together to share that with you.' It's...

NORRIS: They may say 'Not at this time.' One of the things I was thinking about with some of your language was, 'Is this a priority?'

ARI GALPER: Well, it might be a bit awkward. You haven't talked to the guy yet on LinkedIn. That's a problem at LinkedIn is that it's a bit stilted because it feels like you're having a conversation with a guy, but it's just messaging back like email back and forth. It's not a real conversation. You got to be really careful about jumping too far forward and using languaging too quickly. It's all about the entry point and coming in. So I've always advised my clients to start once you make the connection with someone and they agree to connect with you.

You start with, 'Nice to meet you, Mark....' You don't introduce yourself. You start with that. Then he says back to you, 'Nice to meet you, Norris.' Then you go, it's like one step at a time. Then you say, 'I specialize in working with, you know, business owners, and I have some interesting insights that you might find helpful around boom, boom, boom.' You can say, 'If at some point you'd like to,' this is good too, 'I'd be happy to have a brief chat with you, or a brief catch-up chat to share some of those with you with no intentions at all of moving anything forward from there.'

So that's why you could take off the edge, off the end, because they're thinking you're going to close them on that phone call. That's why they don't want to talk to you. But tape the edge off by saying, 'Without any intention of moving beyond that, I'm happy to share some insights if you'd like.' That might feel a relief that you're not trying to just get them on a call.

NORRIS: Yeah, and I can use that phraseology, you know, with even the not yet.

ARI GALPER: Yeah, absolutely, definitely. That's an important element that people forget is always remind them that there's no hidden agenda here. It's just the initial conversation to share some insights, to see how they react to them, and then we'll go from there. No assumptions. Okay?

NORRIS: Thank you sir.

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

NORRIS: Bye, bye.

ARI GALPER: Take care. Bye. Bye. Alright. So we are on a roll here, very interesting scenarios. As you can see, selling in this day and age is delicate. It's sensitive. You can't just do what you've been doing all these years, because you'll burn more bridges than build them. That's why folks come here to learn about what we do around our trust-based mindset and languaging, which are all is summarized in our books that we have at arigalper.com.

So grab yourself a copy and do yourself a favor. You can really improve your ability to connect with people at a deep level, at a trust level, by not putting words in place that associate you with everyone else trying to spam everyone on LinkedIn. Okay, so anyone left out there, Steve?

STEVE: Yes, we have one more person left, and this is between Norris and this person. These are the two people I feel like one day, if somebody's going to stump you, it's coming from either Norris or it's coming from Sam. So I'm going to bring Sam on, and I'm not telling him what to do. And look, you are dressed fantastic today, Sam. I love the look of your jacket.

SAM: Thank you. Thank you very much. Well, you know, I got an email from you this morning, Steve, so I put my blue jacket on. Thanks very much, Ari. Just something I wanted to just a bit of a testimonial, something that Norris just said that triggered. And it's words that you've taught me over the years that work so well. It's around actually saying to people up front. 'I'm not going to sell you anything. There's nothing for you to sign. There's no reason I have no agenda.'

And you by letting people know that upfront, and I teach my clients just as well. And so look, just tell them upfront that your agenda is simply to understand their world, what's going on. It's diagnostic. There's nothing for you to sell, nothing for you to sign. The more I tell my clients to do that, the more they tell me that people are actually signing, doing and getting things. You know, it's just amazing. It's just amazing.

ARI GALPER: It's ironic how when you go the opposite direction, they come your way.

SAM: Yeah.

ARI GALPER: And some languaging around this that can also help is that I'm not going to make any assumptions at all in my mind about where we go after that meeting. 'I just want to understand at a deep level what your concerns are. We'll go from there.' The more you kind of give them a stopping point, the more they feel safe with you.

SAM: Absolutely and I find the more that they feel a deep sense of they can relax...

ARI GALPER: Yes.

SAM: ... there's nothing here...

ARI GALPER: Correct.

SAM: ... they open up Ari and they tell me everything I want to know.

ARI GALPER: Yep, and that's the key to building trust, is to create what I call the moment of vulnerability, where they finally feel they put their guard down and tell you their truth. If you're not at that level with people right now, and you're in the business of selling something, you're in trouble because we're now in a commoditized world. And people are getting hit every day by sales pitches and marketing pitches.

And if your approach feels like in any way, like the typical approach, I'm not saying overly aggressive, but even the words you use sound like what they're all hearing, it's over and Hello. That's how fast you're going to hit the wall. So that's why this languaging is so important. It's thinking so important to penetrate the wall out there.

SAM: Yeah, yeah. And the thing that you've said for so long, and it's so true, I just want to reinforce it so more of a testimony for some of the things you've been saying to me, teaching my clients this, and it's working very well for them as well, is the judging you on your approach, 100% on your approach, not how good you are or your bells and whistles or your product. They really don't care about all that.

All they care about in their initial meeting is if you're the one and by you sort of doing everything you can to make sure that your differentiator is in your approach and how you treat them, that's the goal.

ARI GALPER: Yeah, absolutely. And that's hard for people to really grasp, because for the expert sale, for those who are experts, we've always been taught that our job is to prove our ourselves.

SAM: Yeah.

ARI GALPER: You show value, prove to them we can do the job. But now, in a commoditized world that we're in, they're not questioning in their mind whether you can do the job. They assume you can do it if you're professional. The real question they have the back of their mind is, do I trust you? And that's the part everybody misses and doesn't know how to really handle because they've been so ingrained the old way of trying to show their value free education, consulting and ideas and brainstorming, giving stuff away to try and get that proof.

SAM: Yeah, absolutely. And I just wanted to report that it's just having such an incredible result with my clients, and I say to them, just don't be the salesperson. Do everything you can to not have that persona, words, approach, languaging, don't be the salesperson. And then when they in their mind, they're thinking to themselves, 'This

guy's not trying to sell us anything.' Then they'll want to buy from you. That's the ironic thing.

ARI GALPER: Correct. And it takes some, it's not easy to do this, by the way, most people struggle with this because they've been conditioned to do something the same way for so many years. So it's got to kind of de-construct yourself and be self-reflecting your own thinking, and be aware of your own behaviors and things that you say. That's why, you know, people ask us, Ari, you know, tell me about your program. And my answer is, we don't have a program. We have an intervention for you to solve your problem, because it is a mindset shift for sure.

SAM: Yeah, in other words, I just want to just couple of points, just to thank you, really.

ARI GALPER: Great.

SAM: Things have been working.

ARI GALPER: Thanks for coming in, Sam. Appreciate it.

SAM: No worries. Okay, bye, bye.

ARI GALPER: Alright. That brings the close of our Stump the Guru Show this month, hopefully you've got some interesting insights, mindset shifts, and you'll come back again every month. This is a podcast. It's now on Spotify, where we hear podcasts. Just type the Stump the Guru and you'll find it there. If you don't have my books, please reach out and get them. You can get them for free. We'll mail them to you for free at arigalper.com. Learn, study, own this. Your differentiation in this economy will be your ability to differentiate on trust, not value, and that's a big shift. And once you own this, you win the game at the end. On that note, we'll say goodbye everybody and see you next time.

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