

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. Welcome to Stump the Guru Show. My name is Ari Galper, and with trust-based selling, Unlock the Game. Hopefully, if you're a listener, you've been with us for a few years now, you know what the process is. This is a live opportunity for people to come on and jump in and ask me a tough sales question that might have or a challenge, and I do some live coaching on this session.

This also goes through recording, which becomes our podcast, and it's a great way for people to listen in get a sense of what we do, our approach, our thinking, our mindset. A lot of notes are taken. We hear a lot of great feedback from these recordings in terms of people applying new ideas. And look, I think, you know, in fact, I'm doing a webinar which you can all join, if you like.

It's called How to Succeed in the trust recession. And I've labelled the trust recession as a theme in general we're about to enter into. And I think in our society where trust is very low at multiple levels our society, from government to institutions, even down to buyer and seller. And that's kind of my space, and we have lots of ideas about how to deal with that, how to concede in the stress recession, where you have buyers who are shopping you. It never used to be like that before. It used to always be, you're the expert, and they would typically sign up with you.

And so we'll see a lot more people who are chasing ghosts following up with people can't get a hold of the key decision makers, or even at a first meeting, they end up getting ghosted. And this is more and more happening out there because of this, what I call trust recession concept. And so if you don't have a copy of my booklet, my latest book, just go to arigalper.com or unlockthegame.com. Grab a copy that'll give you some insights.

There's a free copy on the website. You can grab and download, not download. You can order it. We'll send it to you in the mail and have a chat with us as well about your business and where you're at and if you're struggling with this, with trying to convert opportunities coming your way because you're playing LinkedIn games or email tag and social media tag with people and not converting, then this is you're going to be your home for a while.

So the theme from today is this idea of referrals. And a lot of folks I speak with have been depend on referrals their whole career. That's how they grew their business, and it

became almost an expected lead flow system, where they'd expect referrals to keep coming in, keep growing the business.

And they're seeing they're seeing a decline. I don't know if you are, but there's a decline of referrals happening out there that I'm hearing from my clients, and I think that comes from the fact that we are now in a commoditized industry, commoditized world, and you're probably commodities industry, which means your referral sources have others they can refer to. And usually a referral source has only one person to refer to, not 20 or five or six or four or three.

So if you want the single source, receiver from your referral source, then you have a very difficult time getting referrals. It's a very limited market for you, and they have to trust you and know you. It's a long, long game and very difficult to sustain. So you have to be thinking about different ways to create inbound demand that do not have a middleman involved.

Referral model is a middleman. You have to get to his or her clients through him, at His will or her will. I mean, you can't forecast your leads. You don't have any model to be able to have leads coming directly without a middle person. It's challenging with the decline, and if you don't have a system place for that, then you have to think about, how can you create an inbound model that targets your ideal clients, that they come directly to you and schedule a meeting with you without a middleman.

And we did a lot of work around that called trust authority. And if you want to learn more about that, then just grab our book at unlockthegame.com schedule a chat with us. We'll talk to you more about that model and system, which you don't advertise anywhere but we use for ourselves. We teach that to our high end clients who want to get less dependent on referral sources and feed themselves without middleman.

So if that intrigues you reach out and we'll talk soon. On that note, let's get started with the show. We have few folks back there waiting to jump in and ask a question. So Steve, who do we have up there first?

STEVE: Alrighty, you got lucky. Like I told you, my gold sequin jacket went missing in my workshop. So I'm going to bring Ron on, who also doesn't have a gold sequin jacket. Hey, Ron. How are you?

RON: Hey, guys. Hey guys. How are you guys? Can you guys hear me okay?

STEVE: Aces, man, if you could tell Ari a little bit about yourself and your business and your question, that would be fantastic.

RON: So I'm a financial advisor. I've been in the business for 30 years actually. I'm currently at a conference. That's why I want to make sure you guys can hear me, okay.

ARI GALPER: Sure.

RON: I am full side, but I really wanted to come and connect with you guys. I've been working with Ari for almost about nine months now, and it's been really good eye opener. I do have a good scenario Ari...

ARI GALPER: Sure.

RON: ... that I've been wanting to bring up.

ARI GALPER: Yeah.

RON: So I have a current client that you know that went through a first meeting with me. I actually walked him through my road map. They actually paid me and hired me to do some work for them. They came in meeting number two, so they already paid for the phase one, phase two, phase three. I did the work, showed them strategies, and then at the end of meeting two, they said, 'Ron, we really appreciate your work and your time, but just to let you know we're also talking to other advisors.' So from there, I really wanted to learn the languaging and how to better, just how to better handle a situation like that, Ari.

ARI GALPER: I had this exact scenario with another advisor yesterday. I swear he told it was like your words out of his mouth. He said the same thing. He gets them all the way to phase three, the plan, then they want to go think about it. And so I analyzed it with him, and we figured out what the problem was. I said, 'Do me a favor. Show me your plan that you walked him through.'

So he did share screen. Showed me his plan. It was like pages of charts, numbers, graphs, document. It was like a long, I don't know what yours is, but it was quite comprehensive and a bit complex. And from his perspective, it's not complex, it's just what he does. But we went through it together, and we figured out that all they want to know was, because this scenario was for retirement, they want to know if they're running the money or not.

So we realized there's only one slide that showed specifically a timeline of their age over time and how different layers of investments would give them a margin of safety to protect them over time and give it enough income. But the other slides were all bunch of different answer information about context and investments and ideas, and I helped them realize that all they want to know is, can they live comfortably over the next 30, whatever years they're going to plan on?

And all they want to see is, all they need is that one chart that you can take the other stuff as ancillary and give it to them as well to study later if they want. But the problem is, if you give them too much information they don't need to know that creates complexity. They're going to go think about it. And the irony of all this is and they have to go to another expert to explain to them the simplicity they wanted from you.

So what I'm trying to say here is I have a friendly feeling the way to solve this problem is not them not trusting you. It's probably the complexity of your process for how you explain the plan to them. So all I'm saying to you is this, go, how many pages is your plan by the way?

RON: Well, I go through with this particular group. I went through three different strategies. And those strategies are, yeah, they're in depth. You're right. You know, ones to solve

income, ones to want to solve long term care. You know, maybe you're right. I am maybe presenting too many solutions.

ARI GALPER: Yes, yes, that's it. When you create too many complex options, the brain says I can't decide this. I'm not qualified to make this decision, what if I make a mistake? See, it wasn't them not trusting you, but it was too complex for a non-expert to decide what to do. So now they got to go...

RON: ... too many, right? Ari and or maybe too many at once.

ARI GALPER: Yeah. What? So think about how to consolidate, compress what your solution is, or the multiple solutions into one visual way to say, here's the plan of how to protect yourself in different ways, health wise, income wise, value wise, and it's all here. Here's how it connects together, as opposed to options. Just give them what you recommend as the best plan, one option you're the expert. You're the doctor. Recommend the medicine to them. That's best for them. If they don't like it. You can give an option, secondly, as a backup, but don't give too many choices. So I'll leave you with that. Ron to think about.

RON: Well, so Ari, one last question is that, so if I'm showing them a solution for, you know, guaranteed income, and then I'm showing them in a solution for, you know, solving long term care. Should I not go in depth on those? So I just pick one and just focus?

ARI GALPER: Well, no, I'm fine using all three of those. But if you can somehow create almost like a graph that shows their age and time and how each of those layers add a layer protection, like I'm visualizing my mind, like this visual chart that shows their age at the bottom on the access, and then this line going up, showing the protection of their health and wealth. And then, kind of having a color section showing, this is the wealth layer. This is the income layer. Just some way to capture it in one visual view, it'll make it easier for them to understand it and easier for them to make the decision to do it. I know it's not what, because you're probably giving them in pieces right now.

RON: Right.

ARI GALPER: You're saying, here's this, here's this, here's this. That's too complex for the average person to understand, not even understand, but to make a decision on. So we can when we talk again, let's look at what you're doing. Let's figure out a way to make it simple, because the answer to the trust recession is simplification with your market. Alright, Ron?

RON: Okay, perfect. Thank you, Ari.

ARI GALPER: Good to see you again. Take care, man. Alright.

RON: Thank you. Thank you.

ARI GALPER: Alright. We're back to the Stump the Guru Show. And as you see, I'm sharing some insights from client work that I'm doing. I'm on the ground every day talking to new folks, advisors, consultants, entrepreneurs, business owners, with sales teams are struggling to get traction in this market.

And there's a lot of high concepts that I share with Ron a few minutes ago, around simplification, around consolidation of ideas, around the fact that the market you're going to is not an expert like you are. They don't think like you. You have to convert your thinking to a simplified form so they can make easy decisions to hire you. So anyway, Steve, who else we got by there.

STEVE: Alrighty, I'm going to bring on next. Derek. So hey, Derek, how are you today?

DEREK: Good. Steve, how are you? Hey, Ari.

ARI GALPER: Hey, Derek, welcome.

DEREK: Just for the audience to know, so I'm an enterprise account rep in the environmental health and safety space. So I think I'm just going to piggyback off of Ron how we're on the sales process.

ARI GALPER: Sure, sure, sure.

DEREK: So I got two questions for you. So one, in enterprise sales, one of the things we often stress is about executive alignment, because as soon as like you can bring in a VP on your end talks to the VP, it can accelerate the sales cycle, because they feel like they're more of a trusted authority. And you know, that's just like talking to VP. So one of the things we often bring up early, like in the discovery stage, one of the first calls is we'll say something we would like to, you know, our executive to be a part of these conversations going forward, as a sign of how important it is to win your business and become your partner.

And oftentimes, we'll get resistance and say, you know, the stakeholders that we're talking to will say, well, they don't need to be part of the process right now. And I'm wondering if there's any, I guess, more of language that doesn't cause as much resistance as to, you know how important it would be for them to align with our executive standard...

ARI GALPER: Sure, first of all, I would say, eliminate this from your vocabulary today and never use it again. Here's the phrase, okay?

DEREK: Okay.

ARI GALPER: Win your business.

DEREK: Right. Yeah...

ARI GALPER: That's sales 101, you're not there to win their business. You're there to solve their problem.

DEREK: Right.

ARI GALPER: Okay, so we got to get out of solution mode, out of sales mode, Derek, bring it back to the mindset, and get you focused on you are a problem solver. Your solution solves a problem for them.

DEREK: Right.

ARI GALPER: So your languaging has to be about us willing to, us wanting to work with you to solve the issue that you have that's causing a hole in your business, that's causing you to lose money, that's causing risk to your people, all those issues and so just that's a language shift you got to think about, and then the languaging to bring in the other people early on... First of all, the only reason why they're not bringing the high level people in early on is probably why? What are they afraid you might do if they bring somebody in at the high level? What do they think you might do?

DEREK: Try to sell them, put pressure on.

ARI GALPER: Of course, they don't trust you. Derek, not that you're not trustworthy. Of course you're trustworthy, but they don't trust you, something in your process that make them feel comfortable letting you in with everybody else. They're holding you at the gates because they're afraid, and I think it comes from the language, and you just use you're going to kind of do a presentation and make a sales pitch to them.

So what you can do is try and shift things around, and say, 'Would you be open to having other folks on your team or at the higher level, be involved with the process? And I can promise you this, there'll be no selling on our part and no pitching from us at all. We'll only be doing a consultative process. We'll be really diagnosing, identifying and building a business case.'

That's the key phrase you use. 'Building a business case for making it make sense to potentially work with you to solve this problem. Would you guys be open to that? Because we love feedback at all levels, because a lot of information we can get from different folks, but we were not going to make the assumption at all that we're going to work with you until we first build the case first.' So something around that notion.

DEREK: Yeah.

ARI GALPER: You're not there to make the sale, you're not there to make a pitch or when in their business, you're there to really get a clear insight view of the totality of the issue. What the impact of it, the cost of an action is, what cost them to have that problem? What's the risk involved with that? And obviously prioritize this as an important project. You have to know all that, and that's got to be kind of your ethos and your approach to them, when you meet with these people, is you're not like anybody else.

And they're going to hire you, in many cases, Derek, not based upon your solution as a first priority, but based upon, believe it or not, your approach. That's the strangest thing is we think to ourselves, we have a great product. We can help these people. Can't they see it, it's so good, it's perfect. But there, they're not looking over here where you're looking you see they're looking at you, going, 'Can I trust this guy? Everything he does, his emails, his way, he writes stuff he sounds like as a sales rep, I don't think I'm comfortable here. I'm putting my guard up.'

So I'm just letting you know, these are all little signals that can occur by the way we communicate with people, where they feel like we they can't put us on their side of the fence, and right now it sounds like they're keeping you at a distance.

DEREK: Right. Right. No, that's great, Ari. I appreciate that. My second question, again, on the theme of the sales process, is, so what I've done is, you know, based upon the One Call sales is, bring up our actual sales process on the initial call.

ARI GALPER: Okay.

DEREK: And it's visual. It's a one pager, very simple. And ask them, what do they think? Sometimes well I'll get a response. And they'll say, 'Sounds great. You know, this is we can go with this.' The other times, they'll go, 'I'm looking at this. There's a couple steps missing. We want to do a proof of concept. We got to do a workshop here.' And so they start adding steps to, I guess, prolong the sales process. So, you know, there's two flip sides to the coin.

One, you know, it's good that they're engaging, they're collaborating, but the second part is, is that all of a sudden now they're trying to wrestle, not control, and they're trying to complicate the sales process, to add stuff. So I don't know how you respond to that, in a way where it's not to become defensive.

ARI GALPER: Well, that's more of a negotiation...

DEREK: Okay.

ARI GALPER: ... where, if your framework that you're providing them you believe is to their benefit, because it's most beneficial, then you make a case for that. If the guy says to you 'We'd like to add these two steps in.' What you need to understand is, why? 'Why do you feel like you need to do that? I'm just curious.' Because there must be something that you don't know, which is a great learning lesson to you to understand what's missing in your roadmap that does not match to their thinking.

DEREK: Yeah.

ARI GALPER: So usually, when we do a roadmap for our clients, when we do a visual tool, we figured out in advance that the roadmap pretty much is unquestionable, because it just makes sense, but it sounds like there's something that your client or prospects are seeing that doesn't 100% job quite yet in their mind. I don't know what it is, but you need to find out what's the thinking behind why they want to add something so you can streamline everything to put it in place. So you know, it's bulletproof next time.

DEREK: I think it differs from client to client, and sometimes why they give the additional steps, because they feel there's a low level of trust...

ARI GALPER: Sure.

DEREK: ... you know between the vendors and so they often will add these steps as to kind of mitigate their risk, because, you know, they'll go, 'We're just not sure, you know, all your platforms kind of look the same.'

ARI GALPER: Okay.

DEREK: Those are reasons like that, now they're trying to, again, put us that commodity bonds. So...

ARI GALPER: Right. They're trying to force you into a commoditized process, which means something before the roadmap. They're not trusting you enough for you to go with your process. You see, that's the problem. They're forcing you into a competing process, apples to apples.

DEREK: Right.

ARI GALPER: Something's going on with your process earlier on, where they're... holding you as one of the many reps out there, platform. So we just have to dissect more about this. But next time around, come on back. We'll talk more about that, okay?

DEREK: Okay, alright. Thanks, Ari.

ARI GALPER: Alright, Derek, take care.

DEREK: You too.

ARI GALPER: Alright. So we are back to Stump the Guru Show, actually almost close top of the half an hour here. So spend an extra time with the folks. But hopefully you've all taken some great notes. Got some good ideas. Again, we are in the trust recession right now, especially at the sales the marketing level. And if you're finding yourself chasing opportunities, you cannot convert long sales cycles that are dragging your performance down, then we have to compress that model into a tighter time frame in a simplified way that is not new sales skills.

It's new thinking, and that's just needed right now to overcome the resistance out there in the marketplace. So you don't have my latest books, go to unlockthegame.com grab a copy immediately, schedule a chat with us, or there should be a page on the website for a webinar to come up and join as well. A lot of new opportunities coming on board now that we're launching. So stay close to us. Go to our website and hopefully enjoy today, and we'll talk soon. Signing off for now.

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 trust based selling 60-minute master class 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.