

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 the Stump the Guru Show. My name is Ari Galper, and as you probably know I specialize in trust-based selling. Two decades now, I can't believe I'm still here, which is great and exciting. A lot of great things happening if you're new to the show. The way this works. As people jump on live ask me question, tough question, complicated question, question they cannot solve on their own, related sales process to help them with their business.

And I provide live coaching on the spot. You know, I've spoken with thousands of entrepreneurs over the years, different niches, financial advisors, entrepreneurs, consultants, you name it. And so this is a good chance to have you see what we do live. And to also let you know, I just did an interview with Kevin Harrington from Shark Tank, which you can now see on my website, arigalper.com. It's on the home page there, and he interviewed me about 10 minutes on his TV show called The American Entrepreneur.

So you might want to enjoy that interview there. If you don't have our latest books, you can get a free copy of them at my website as well, unlockthegame.com or arigalper.com. You can grab a copy there, along with a consultation with myself or my members of my team, to help understand your process and help you plug up some holes. So lots of opportunity to get engaged, to learn more. And I think you'll enjoy the interview with Kevin and I. It's on the home page at unlockthegame.com.

So what I do to start out with is a quick theme for the show, and then we move on to the guests. See who we have back there waiting to ask me a question. These are live questions, unprepared. So the theme today is this idea of having your prospects slip through your fingers. And what that means is, when you're in a first conversation with somebody who's potentially a new client of yours, it's a first meeting. It is easy to feel like the connection slipping sometimes, or they're not engaging you enough, or it feels good, but it's not moving forward to the extent you think it should.

And what happens is we end up filling that gap by talking more ourselves about our product, our solutions, having dialog, engaging. We think the answer is engaging them more about the solution. And I'll tell you what I coach my clients on. And this happens quite a bit for them in these meetings, where it kind of shifts over to them, away from the client's issues. And what I suggest to them is to keep the ball in the client's court the whole time, and when you feel it's going what I call off the ski trail, off the core process, you want to re-engage, back to the core problem.

So you want to basically say things like, 'Have you considered this related to x, y, z, whatever your problem is? Are you aware of, have you thought about, have you measured the impact of your problem? How long has it been happening for? Try and keep the ball in their court as much as possible because if you don't, what will happen is you'll be forced to start selling yourself, I don't mean aggressively or overtly, but trying to improve your expertise, educate them and create a banter back and forth to create, quote, a relationship.

And now all of us know that real relationships take time—a lot of time, but trust can be created very quickly as long as they feel you don't have a hidden agenda, and the way you commit that message is by making sure that you're always staying inside their world, unpacking their problem and circling back to their core issues, and the ultimate question will come down to this one is, do you want to solve your problem, or would you prefer not to, or a later date?

One of my clients asked me at the day said to me, you know, 'I keep getting people who say to me, they want to think about it.' And I say, 'That's an indicator of you spending too much time explaining, educating and talking about what you do, because when you provide new information to people, they have to process it, and they have to think about it. But when you just help them articulate their own problem, they understand their own world, but you're helping them expand and dimensionalize the issue, and even do the cost of an action to it. Then they understand their world better than understand yours, and they're comfortable making decision with you on the spot.'

So hopefully it helps you bit in terms of how to keep the process going forward, help them slipping through your fingers and building that trust. So on that note, we'll jump back in the show and see who we have back in the in the green room there. Steve, what do we got?

STEVE: Alrighty, here we go. Different background. It looks kind we'll keep it. First up, I'm going to bring on Nick. Nick has been around. Hey, Nick, long time. No, see my friend. I hope you're doing well.

NICK: Hi, Steve.

STEVE: If you can just let everybody know a little bit about you, and then your questions for Ari, please.

NICK: Thanks, Steve, great to see you too. It's been a while. Hi, Ari, good morning. Good morning from Sydney. So Nick Hedges, I'm the director of Resolve HR. We are HR consultants to small medium businesses in Australia. So Ari, actually, it's interesting that you went with that theme. And my question is so often we're confronted with clients who want us to go into their process, who have a mindset of, 'Well, send me a proposal, and that all sounds good. Just give me a proposal.'

And I've been watching you a long time and following you a long time, and I'm a big fan of the roadmap and those sorts of things that you talk about. But my question with regard to that process, then is I often feel compelled to sort of say, okay, well, not that

I'm going to give them a proposal. And often my standard response is, we don't do proposals, but it's more a case of feeling I have to send them something. Now, you get a lot of leads, and you get a lot of conversations, and they don't all, obviously, aren't all going to convert.

So, my question is kind of a simple one, but how many, how many actual emails or proposals of leads do you send to, you know, to try to win the work in a sense? And that's kind of my question.

ARI GALPER: Well, what I might suggest is that to reframe the word proposal to a summary of our conversation, right? That makes brings it closer to the dialog that you just had with them. So if someone says to you, Nick, send me your proposal, you might want to say we don't do traditional proposals like that, but what we do is, I can do, if you'd like, a summary of our conversation and the key processes or we need to do to move things forward with what the fee would be whatever you mentioned beforehand.

But just re languaging that moment can possibly re engage them. And I would say, then, 'If you'd be open to it, why don't we do this all since, why don't we schedule a time to catch up again, and I can send you a summary for us to walk through. You'll probably have questions for me. I'll have some questions for you as a more thought around your situation, and we can catch up for our brainstorming chat and talk more about your situation, would you be open to that?' Right?

Now, the other thing you should consider also, if you're taking the route of these sort of quote proposal models is, don't send a proposal at all. But instead say, 'No problem, I'll be happy to document and lay out a plan for you,' not proposal that we think would be best, 'Why don't we schedule a time and I can walk you through the plan.' There's no sending the proposal than reviewing it. It's you walking them through it, live on a next call, page by page. That will give you control so you're not chasing them and following up off the back of your sending email. You know I'm saying?

NICK: Yep, and what percentage of people in the conversation, I guess, is that for all conversations, so we're trying to keep them all live. I mean, a lot of the kind of sometimes they're just tire kicking and fishing, and...

ARI GALPER: ... This is exactly what you do to filter out their tire kickers and the real ones. So you say it in a very subtle, soft way. You simply say, 'No problem, John. I'll be happy to put together a plan for you that they would match what you're looking for. If you'd be open to it, why don't we schedule a time to chat next couple of weeks, and I'll walk you through the plan page by page live, because you'll probably have feedback. You have questions for me. I'll have questions for you, and we'll customize it exactly what you're looking. How's that sound to you?'

Now, the guy says, 'You know, Nick, I'm not going to be there. Just send it to me.' Well, then you know right away, very unlikely he'll be a good client. But if they actually want to solve their problem, that makes complete common sense to meet with you to walk you through and get it customized for them. Does that make sense? So it's a clean filter, A or B client.

NICK: Got you. Thank you.

ARI GALPER: All right, Nick. Good to see you again. Take care.

NICK: And you too. Be well.

ARI GALPER: Okay, good, thank you. All right. We're back to Stump the Guru Show. As you can see some interesting questions so far. These are all very subtle issues that come up with people, and sometimes we're stuck in our old way of thinking, conditioning to just comply with the prospects once. But it may not be what their needs are, so we as the doctors have to prescribe to them what the process is best for them, to help them solve their problem and to avoid you chasing ghosts, which is most important of all. Okay, Steve, who else we have back there?

STEVE: Alrighty, up next we're going to bring on Carrie. He hasn't been here in a while, so let's bring him in. Alright, hey, Kerry, how you been?

KERRY: Outstanding, Steve. It's great to see your smile.

STEVE: Hey always.

KERRY: Alright, Ari, thanks for having me on the show. And today's topic is perfect, and Nick's question is really along the lines of mine. So I run a nonprofit organization, and we provide conflict resolution training to first responders schools. And I had an interesting situation pop up this week. I had a nonprofit organization that is, is wide reaching. Reach out to me and say, Hey, we've identified that we need this training that you do.

So we talked about it. We talked everything out. The guy was talking to I confirmed beginning the conversation, he told me he was a decision-maker. We got to the end of the conversation, everything is great. He's happy with the pricing. He's happy with the scope of deliverables. He's happy with everything. And then he says, 'What can you send me in writing because I need to take this to HR for approval?'

So he wasn't the final decision-maker. He's the person tasked with gathering information. Yet HR is taking his recommendation, so I have a PDF that has all of our deliverables and things like that on it, and I was happy to send that to him, and it had the pricing that's above the level that he was getting, because he was getting quantity pricing. But I'm curious, what am I missing in that whole I got to go to HR and then, because, as a nonprofit, I know what's I believe I know what's coming next. Well, HR now has to go to the board. I think that's what's going to happen.

ARI GALPER: All right. Well, I think, well, you know your business quite well obviously, Kerry. You probably are anticipating the truth of what the reality is, which means your job is to bring that up in with them in your conversation, to the extent of something like this. Here's how you start. You say, he says, 'I'm the decision-maker, Kerry.' 'Great, great, great. So you're actually one that signs agreement right yourself without any other approval at all for anyone in the organization? Is that correct?'

'Well, well, well, well, well, I do have to go to HR, of course.' And then that's usually flushes out that next step. Then you could say, 'Okay, no problem. So my hunch is that in

your process, I think, you correct me for a wrong, is HR has to approve, obviously, the content proposal. Then I assume the board is the final approval, is that right?'

So, like, just subtly help flush out the process with him, because for him to realize you know the truth, what really goes on here, and then hopefully he lays that out to you. And then you say, 'No problem. You know what might be helpful, if you think it might be helpful is if you be open to maybe us having a chat with yourself and the HR person, and I can answer all the questions that she may have about this and in her level there, and we can kind of just go back and forth from there, just bring just brainstorm together, no pressure at all. But would you be open to us pulling together, a chat together, all three of us, and go from there?'

So first stage one is get the truth right, which is our core model here to help him tell you what the truth is, which you already know in advance. Most nonprofits have these levels. The board signs off on any money that gets paid anywhere, right? Guess how nonprofits work. You can't just spend that to certain levels. And then the next thing is, see if you can engage the next level into a dialog with the person. That's what I think there's two steps and see how that goes.

KERRY: Okay, perfect. That's great for that next conversation and for this one, because if there's any hiccups, I can now use that to further that conversation along. And I haven't pinned down on the dates. We didn't end the call without having our next appointment on calendar. I learned that from you, so I'm set on that part, so it'll be interesting to see how it plays out. Ari...

ARI GALPER: I get that sometimes Kerry, too, where I get a middle of a person that says, 'Oh, we love what you do, Ari. It'd be great for our people. Let me have a proposal. We'll get this thing going.' And I know right away, just from their positioning in LinkedIn, they're not going to sign a check anywhere.' And then I say the same question I asked you. I said, 'So you're the one that makes the 100% decision and signs the agreement and pays everything, right? There's no one above you that has to approve this. Is that correct?' I always say that, and they always it all comes out, right there.

They go, 'Well, well, I do need to bring it to my CEO.' 'Oh, okay. Would it be helpful if at some point we all had a chat?' See, that's how I kind of take it, step by step there. Does that make sense?

KERRY: Makes total sense. Yeah.

ARI GALPER: Great.

KERRY: I appreciate that. It's, as always, great advice. Thank you.

ARI GALPER: Alright, take care. Goodbye. We're back to Stump the Guru Show. People jump in live from the world. If you're not here live, it's recording the podcast, which is something guru podcast, which you can grab at, Spotify, wherever else you get your podcasts, and again, if you just jumped on live now, I have a new interview recording on my home page at unlockthegame.com with Kevin Harrington from Shark Tank. He interviewed me in studios for his Entrepreneur Show, and it's about 10 minutes long, and it's a great

interview that we had, and there's a lot of good insights in there. So take a look at that at unlockthegame.com.

If you haven't got my books yet, there's the new ones that are available. They're on the website. And grab them there for free if you like, or purchase some. It's up to you, and we'll go from there. So who, anyone left back there, Steve for the show today?

STEVE: Yep, we got one more. And by the way, the energy on the video is so extra Ari, compared to the energy is fantastic in the video. I mean, I think that's something anybody who hasn't seen your stuff yet and sees the energy that was there with you and Kevin is just going to be, you know, taken back. But we got Sam on so I'm going to bring in Sam. Everybody knows Sam. But for Sam, the people that don't know, let everybody know, man, let everybody know all of that.

SAM: Hi, Steve. Hi. Ari, yeah, Sam, I'm a Business Growth advisor. I help people remove roadblocks in their businesses that stop them from growing. And quick question. Ari, look, because of you, I have been educating a lot of my clients on how to convert sales opportunities that they previously would lose or ghost, and that's going very, very well.

What happens, though, after I exhaust that and I plug up that hole, which they're very happy with, then eventually the conversation leads to, I need more leads, and there's some strategies I've got around that based on some of the things that I've been aware with your teachings about positioning and being authority, but I was wondering if you could just give me some more, you know, just some small strategies around general lead generation, because the things that I talk about to them are always around, be contrarian, do the opposite to what other people do.

Position yourself as an authority, not just being seen as another me too. So I was hoping that you might be able to just give me some insights about maybe some strategies around lead generation, consistent with your model and your approach.

ARI GALPER: Well, the first place I take Sam in that scenario is look for the low-hanging fruit. What that means is, I'd ask them, 'Are you inside of any ponds, metaphorically, right now that you have engagement with or can connect with that you believe are your ideal clients? So I might ask this question, 'Do you have a list of a database or leads or opt-ins or something that you communicate with on an ongoing basis in somewhere you can approach.

So a lot of owners have a list somewhere, so we start there. Then what we do is we craft a trust-based email to send out to that list that describes the current issues that we know that list has in a story-based model with their issues in there, and then an elegant way to offer them a complimentary consultation to discuss those issues. That's where I start for an immediate lead generation, for anybody who has a current client list or a prospect list they've collected over time.

Most people in business have something like that. I always start there, because if you get the languaging right, and we have a course on this called trust-based writing that we can make available to those who come forward on this, but it talks about how to

language email communication to the ideal clients, to your prospects, to quote, fish them out. I start there.

SAM: Yeah.

ARI GALPER: Then I might go to like a LinkedIn platform, but you got to be very careful there, because that's been commoditized, but you can, there are some ways to elegantly and artfully write messages to people to then feel comfortable with you. That's just the low hanging fruit piece. Is that a good start for you?

SAM: Yeah, that's great. And often you're right. I mean, every business has got either a prospect list or a database, and that entry point is fantastic. What I find is sometimes, when I look at some of the things I've said, I say to them, 'What have you sent in the past?' And I see it and I think, 'Oh, man, that's just so salesy. No wonder you've got no response.' So yeah, trust-based writing, yeah, that's fundamental, because that positions you different to everybody else, and they're not going to usually expect an email that's consistent with that. So...

ARI GALPER: The other, the other thing I would do is I would, hopefully encourage them to be in some kind of niche of some sort.

SAM: Right.

ARI GALPER: If they're a generic life coach for anybody, that's going to be hard. But if they can narrow down to a specific lane or niche, every niche or profession has an association. Every business owner of a profession belongs to some type of group or some association. The association spent the money already to go to the wide ocean and collect their ideal clients into a closed pond.

Now, if they don't have much money they can join to network that way, if they have a little bit of funding, they can then do an advertisement through the association to the members, where they're endorsed by the association, and they just have to have a trust asset or lead magnet to offer the members as a gift through the association to then move them from step one, which is order, this trust asset. Our case, we do a book, and then from the book, it goes right to a one-on-one consultation.

You can put that process together in a real tight way. You can basically go to cold ponds whenever you want, and feed yourself life that's what we teach and what we do. So if anyone listen to this and if it intrigues them, just come go to unlockthegame.com, order our book and schedule a chat with us. We'll talk you through that model. It's very effective. And the nice thing about it is very much quote, offline.

You're not on the major platform like Facebook and Tiktok. You're not battling everybody else out there with a camera, you know, on the toilet, talking about themselves, but you're basically in a professional groups fishing out of the ponds that are already stocked with whales.

SAM: Yeah, I like that. Ari. I mean, I've always been a big fan of positioning and making sure you're seeing and you're perceived differently to everybody else. And I like what you

just said there, because, you know, some of my clients are in generic businesses. They might be life coaches, or they might just be consultants, and they're in general wide ocean. So I do encourage them to niche themselves. That's a great idea, because then...

ARI GALPER: There's two stages, right? Stage one is, well, hanging fruit your own lists, and stage two is to find a niche and dig in the professional association. That's the model I take, Sam, but that's a great question. Thank you so much.

SAM: Yeah, thank you, Ari. That has been great. That's good insights. Thank you.

ARI GALPER: Be well.

SAM: Thank you.

ARI GALPER: All right, so we're at the top of our show here for Stump the Guru, and hopefully you picked up some notes, some different ways of thinking today, different mindset, how to approach your market, how to deal with indecisive prospects, which came up with Kerry there and Nick and again. I'd encourage you to go to unlockthegame.com. Watch the latest interview with me and Kevin Harrington for Shark Tank.

I think you'll find that really insightful, and grab the books below there and get a copy mailed to you. It's free. We'll cover the posters and stamps. Have a chat with us, and let's see if we can help you solve the blockage you have right now in your sales process. And on that note, we'll 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 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.

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