

Thought Leaders
BUSINESS LAB

EPISODE 290

The Secret To Higher Sales Conversions

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Sales are the lifeblood of your business. But how can you sell effectively if people don't trust you?

Social media is busier than ever right now. Many people are reaching out and jumping straight into a sales pitch almost immediately. This strategy is unlikely to work because they haven't built trust with their customers or prospects yet.

Ari Galper is the world's number one authority in trust-based selling, and in this episode he shares what he means by "trust-based selling".

Trust is the new currency, and sales have changed with the times. But, if you're not aware how to pivot from the old way of selling, you're going to have a hard time moving forward.

What is trust-based selling and how important is it for you? You're going to learn all about it in this episode.

How Ari Started Trust-based Selling

Ari was a sales manager for a software company about twenty years ago. While leading a team of eighteen salespeople, a big opportunity came in. They went into a live demo and he showed them their tools.

When the live demo was over, he received lots of praise from stakeholders. They were saying things like, "Call us a couple of weeks, follow up with us, and we'll move this thing forward." So, they said their goodbyes and he reached to hang up the call.

But like divine intervention, he accidentally hit the mute button instead of the off button. Thinking he already left the call, the stakeholders started talking among themselves.

What he heard shocked him; "We're not going to go with him. Keep using him for more information and make sure we shop someplace else cheaper."

Focus On Building Trust

Ari realized that it's better to focus on building deep trust with your customers instead of the sale. As a result, customers will feel comfortable telling you the truth and it prevents you from chasing after the ghosts or playing the numbers game.

Likewise, building trust doesn't only refer to the salespeople but to buyers as well. When there's trust, buyers will be honest enough to tell you where they're at. The good thing is, you can build trust in the conversation so they get a deep feeling that "she just understands me."

Trust brings the walls down that leads to deep human connection.



Provide Clarity

“Stop delivering value pre-sale!” Ari said, instead of trying too hard to deliver value early on, focus on providing clarity with what their problem is because that’s the real value. That’s because your customers are thinking in their heads, do they trust you?

Moreover, when you focus on providing value, conversation becomes all about you. Your customers, on the other hand, don’t care about that. But what they do care about is how you were able to unpack their issues at a deeper level - a level that no other salesperson has done before.

Just think about the “doctor-patient” relationship. This is how you should position yourself in front of your customers.

Show Them You Can Solve Their Problems

Instead of telling them how you can solve their problem with your solution, it’s much better to unpack their issues so that they feel you’re the only one that understands their problem. The truth is, people don’t care about how you solve their problems.

The only thing they care about is, can you help them solve their problem?

Make sure your competence remains a differentiator. Your job is to diagnose their problem without being too pushy with your solution. As a result, customers will come to you and say, how can you help me?

Build Trust In The Beginning

When customers trust you early, you prevent yourself from chasing after them. On the other hand, when you present your solution early on, customers will have to digest it. This often leads to the chasing game where you have to chase ghosts hoping someone will say yes.

The old way of selling tells that you need to chase up your leads after the sales call ten times. The key is to build trust on the first call to onboard them in one conversation. Ari is currently working on a book entitled; The One Call Sale, How to no longer have any more follow up.

Never believe the old notion that chasing is part of the game of long sales cycles. This only means one thing, you haven’t built trust at hello.

Go Below The Iceberg

Build the conversation around your customers. Remember, it should be about them. The best way to do this is to go below the iceberg. This means that you have to go below their issues into the spaces they themselves haven’t gone before.



This will prove to them that you're the only one that understands their world better than they do. Unfortunately, some clients will not tell you about the deeper issues. They often provide the surface level problems and not the real problems.

When this happens, Ari suggests asking them; "Can you tell me a little bit more about that?" If you notice, this is what doctors do.

The Sales Roadmap

This is a tool or a visual diagram that will help you walk your customers through to solve their problem without describing your solution. When you discuss your solution, you're actually positioning yourself as a commodity.

Never discuss your pricing, just walk them through each phase of your process. For example, phase one might be a deep dive into their deepest issues. The next phase would be planning to address the issues based on the data in phase one.

Notice that you don't mention pricing or even your services. After you've walked them through your sales roadmap, ask them, what are your thoughts on the roadmap? You're only selling the roadmap, not your services.

Let Them Make The Decision

It's not about how much you care for them but it's about them making the decision to solve their problems or not. Let them feel that you're not convincing them to solve their problems using your solution. Whether they buy from you or not, you're okay either way.

This is the kind of message you should send to your customers. Also, it allows both you and your customer to let go of the pressures of the sale. Likewise, when you're pressured to make the sale, your customers will feel that from a distance.

In Conclusion

People feel when the conversation is not centered around them and they can feel when the sale is coming. The key to trust-based selling is to let them see that you understand their problem better and you're the only one that can solve it for them.

Walk them through each phase of the roadmap and let them decide whether they want to solve their problem or not. Whatever their answer is, you're going to be okay either way.

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