



STRATEGY 23

COUNSELING AND CONTROL

Counseling leads automatically to control or disassociation with the opportunity to associate at some later date.

SITUATION	<ol style="list-style-type: none"> 1. Counseling is: <ol style="list-style-type: none"> a) Listening to what is being said and to what is being implied. b) Advising potential clients, partners, or those you are doing business with what the current market conditions permit you to make happen. c) etc. 2. Counseling is not: <ol style="list-style-type: none"> a) Getting picked up in the attributes of a parcel of land or a business opportunity. b) Telling the client how great you are. c) etc.
POSSIBLE SOLUTION	<ol style="list-style-type: none"> 1. If you analyze what you are being told by the person you are talking to, and match that against what is actually happening in the marketplace, you will have an idea as to whether what needs to be done can actually be done in the current conditions. 2. At the same time you are trying to analyze whether or not this person has the capacity and the malleability it will take. 3. Early in my life as an exchangor, I paid for three or four major clients to go to Dick Reno's six day exchangor's class to get counseled. It was the complete way to get the job done. I did a lot of business with these people. I have used books to help in counseling. The more a person understands the more flexible he or she becomes.