



THE COUNSELOR

"LET'S GET REAL"

If you're allergic to marketing you might find comfort in the Counselor persona. After all, the Counselor cares not one bit about convincing you to buy. His job is to cut through your psychological blocks and help you see the truth of your own situation so that you can make better, more well-informed and healthier decisions.

In other words, the Counselor is there to empower you, to help you climb out of the hole you're in and enter a higher, happier place where you're no longer stuck.

The Counselor seems to have infinite patience. Even when their clients seem hopelessly enmeshed in their own stuff, the Counselor finds some reason to build up that person in spite of themselves.

The Counselor is perhaps the most "other-directed" of all the Roles. If she gets her feelings hurt, she's very unlikely to lash out. Instead, she stands above the situation, looking for the ultimate reason so it can be brought into the light and disarmed.

We find Counselors in psychotherapy, business coaching and life coaching. But you can also find them in holistic medical practices, chiropractors, financial advisors and marriage counselors.

To the observer, the Counselor seems to have an inexhaustible supply of good cheer, combined with self-discipline, compassion and patience.



Selling Without Persuasion™

Energy Structure of the Counselor

E-motions

Optimistic / Insightful / Courageous

Counterpart E-motions:

Fearful / Self-Critical / Overwhelmed

Examples

Oprah Winfrey / Dr. Phil / Dave Ramsey

Action

To Bond



Selling Without Persuasion™