

Who Is The Expert
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Advisor Blog Central

You, the Advisor, have expertise. Lots of it. You studied for it, paid for it, developed it, have been honored and rewarded for it. You charge for it. You and your clients rely on it.

This obvious expertise your clients want is financial, technical, legal, transactional knowledge.

But there is another expertise they want from you. It is the not-so-obvious ability to be a Thinking Environment every minute for them. They want this. They will choose you over other Advisors if you provide it. They want to think for themselves. They want to figure things out, say things, discover things, create things they have never had access to before. They want to be asked. They want to be listened to, exquisitely.

But when they make their first appointment, they do not tell you that this expertise is more important to them than all the rest.

So when your client enters your office, it is vital to remember that there are now two experts in the room.

You know your field and they know their life. But most important, as the expert in the Thinking Environment you liberate the expert in them. The result is a plan of extraordinary value.

Creating a Thinking Environment for your clients so that they can think for themselves about both the technical and the transcendent aspects of planning is to catalyze two kinds of expertise into a breathtaking and life-changing experience.

**ONE OF THE MOST VALUABLE THINGS WE CAN OFFER OUR CLIENTS IS THE
FRAMEWORK IN WHICH TO THINK FOR THEMSELVES.**

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<http://kline.advisorblogcentral.com/post/2008/05/Who-Is-The-Expert.aspx>