



# THE FUNDAMENTALS

---

## Chapter: Be The General, version 1. March 2022

### BE THE GENERAL:

*"Fools focus on winning battles, the wise focus on the war" - Monie Wilder*

Although I hate framing our transactions in imagery that is related to fights to the death, I do love the framework of battles versus wars when it comes to our work. This is a really easy mental trigger for me, when I feel myself taking off my hoop earrings gearing up for a fight, I ask myself "Am I pushing to win a battle right now, or is this pivotal to win the war?"

#### Strategy Wins Wars

Consider yourself a General leading the charge to victory for your client. A great military mind knows that winning every battle is unlikely and not even necessary in order to win the war. Sometimes, strategic losses are necessary for the greatest outcomes. No matter what, a General should know the importance of staying focused on the entire landscape, the multiple points of engagement, and how to make a strategy for success when the path isn't clear.

#### The Perfect Deal in War

If you really think about this, The Perfect Deal is how your client defines winning the war. All things considered, you must keep your eyes on the prize and know that each thing you're fighting for strategically positions you for achieving how the client has defined The Perfect Deal. If it doesn't, it's not a battle worth fighting.

You must keep the definition of winning the war as broad as possible - that's why The Perfect Deal is so broad. The more you let your client drill down into details, the more details you have to manage. The target just became scattered and complex. It is your job to have them focused on one or two big wins (the war), everything else, you handle behind the scenes and make sure they know these other items are inconsequential as compared to the big targets they've set.

#### What's the Harm in Fighting Battles that Won't Win Wars?

**For you, the agent.** It's stressful for you and damaging to your relationship with your counterpart. It's also time you can spend generating more business, a true waste of money. Many agents, especially those who view this work as an opportunity to flex their egos, get a thrill out of "beating up" the other side. It's dumb and shortsighted. You cannot be successful long term without collaboration. Pushing for things that your client really doesn't care about (OR SHOULDN'T care about) just so you can feel like you have power just means you have a tiny wiener or some other unfortunate defect. Don't make this about your shortcomings or ego.

**For your client,** losing is tiring and being "in battle" is stressful to most people. So why create a battle or frame something as a power struggle if you don't need to? There are many competitive personalities that keep score the minute they smell a scorecard within a mile of them, if you create a win/lose environment too often, your client is likely to experience a loss or two. Does anyone like to lose? No. Some people hate it so much that they'd rather take their ball and go home than keep playing. And just like that, you lost the war.



# THE FUNDAMENTALS

---

## Chapter: Be The General, version 1. March 2022

### Strategic Loss

You will have the easiest negotiations if both sides feel like they are winning. You can create this dynamic by finding ways for your opponent to “win” on those things you know don’t impact The Perfect Deal for your client. Even better if you can help your co-op agent can be a hero for their clients. In the long term, these choices will help you finish out deals that get dicey unexpectedly.

This is an art - being able to create a way for both sides to feel like they are winning makes an environment that basically guarantees that your deal will close.

If you have either side feeling like they are losing you have a deal in jeopardy. Therefore it is foolish to have an aim to win battle after battle just for funsies. If you know you need a big win to create The Perfect Deal for your client, **time a strategic loss right ahead of it to give the other side a win first. People are unlikely to be flexible if they feel they’ve already been giving and giving.**

In real life this could look like coaching your seller to be very accommodating on requested repairs from a buyer because you know the upcoming appraisal will be low and that the sellers Perfect Deal had an aggressive net goal. You’re letting the buyers win first, so they feel better about losing on appraisal. You’re helping your seller see the wisdom in taking this strategic loss (less expensive and let’s them feel good about delivering their home in great condition from a karma perspective) meanwhile it is positioning them on their big win with their net from the sale. Both sides get to feel like they won something and both agents get to be heroes.

### The War Story

It’s up to you to “write” the War Story narrative for your client. You need to keep your storyline clean, and progressive. We came, we saw, we won. Having to do this or that repair, buy a home warranty, pay a little more than appraised value, or give a post possession are details that will be quickly forgotten if you have a strong enough War Story focused on your one or two big targets.

Use the War Story to focus your client on The Perfect Deal. When you feel them (or yourself) becoming battle-focused, retell the War Story.

### DNA of a War Story

Lean into how your client comes out as the winner, even better if you can create ways for them to be a hero or a good guy in the storyline. Like the strategic loss example included above, be sure your client can relate to anything they are giving up as an act of charity or as a strategy loss. Make them the bigger person, the long term thinker - this keeps them empowered instead of victimized.

It could sound like this:

“Wow, not only was it a classy move to go the extra mile on the repairs for your buyers but it made them so much more excited about the house than they were before. It’s exactly what I needed to work them to agree to pay above appraised value for the house. That \$300 to a handyman just got you \$20k more bucks than anyone else in your subdivision.”

The very best in the game think Chess not Checkers. Be The General who uses thoughtful strategy and collaboration to create the most dangerous war paths.

Time to Take Command,

Monie Wilder