



HERB'S WORDS RING A BELL

G'day there,

Hi Tony

Just read the article. For years I have been saying we are in a people business not a house business. We build relationships with vendors and buyers and a deal is done. What I have neglected to do was the same to our staff, especially the sales staff. When I think about the good people and performers over the years we have lost it makes me so angry with myself.

We spend so much of your time training and coaching them, they start to bring in some really good commission and all of a sudden they're gone to a competitor. If only I spent more of my time building relationships with them! I shudder at what our business could be like. I going out to kiss the first sales person I see.

To say the response to my bulletin of this week regarding Herb Southwell's (founder of Southwest Airlines) wonderful article, The Culture of Commitment has been very pleasantly surprising would be an understatement

The copy of one of the emails I have received is printed above as the Newsletter header and it very much parallels what the balance say also.

Whilst I recognise and accept that we, involved as we are in selling real estate in all its forms, are in a performance based industry and one which has little similarities to another, it is also "bottom line" a business based on people.

Taking NSW as an example, just on 11,000 people are engaged in the industry, be they with licenses or certificates and every year, nearly 50% leave the industry.

Why is this so?

Certainly much can be sheeted home through people discovering that selling real estate is not all about latte and cappuccino's, flash cars and smart clothes. Many come to discover, and discover quickly, that the only time success comes before work is in the dictionary and accordingly up stumps and head for other fields.

Some leave through natural attrition, having been in the industry for many years and are unwilling or unable to accept how "things are done" these days.

Many, however, leave because of what Herb Southwell alludes to in the article I have created a hyperlink for, and that is lack of leadership.

Many are the times I have spoken to Principals and/or Sales managers about how a certain salesperson is progressing and on asking them what their (the salesperson) interests were, was told "blowed if I know".

And yet that same manager is expecting the salesperson to write satisfactory figures in order to make a profit for the Boss!

The only way they will write those figures is because of the "what's in it for me" syndrome with "me" being that salesperson so it is axiomatic that if you, as Principal or Sales manager, want your people to perform, you have to know what makes them tick and what buttons to press.

Sound cynical?

I hope not, for I believe this is all about creating and practising leadership and that is why it is such an important part of our FAA Creating an auction culture workshops.

This is the only industry I know where you can invest between \$800 and \$1200 (depending on your State in Australia and in New Zealand) in a new suit and gaining a relevant sales certificate and within 12 months be earning a six figure income!

And yes, the auction method of marketing is very much part of that climb in income, status and self esteem and I welcome your enquiries as to how our FAA can help you along that path.

If you have not read Herb Southwell's article, click on the hyperlink in the second paragraph. I urged you do to so for I believe that you would (or should) find them illuminating.

Carpe diem

Tony

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