

**Subject:** Is the customer really stupid?

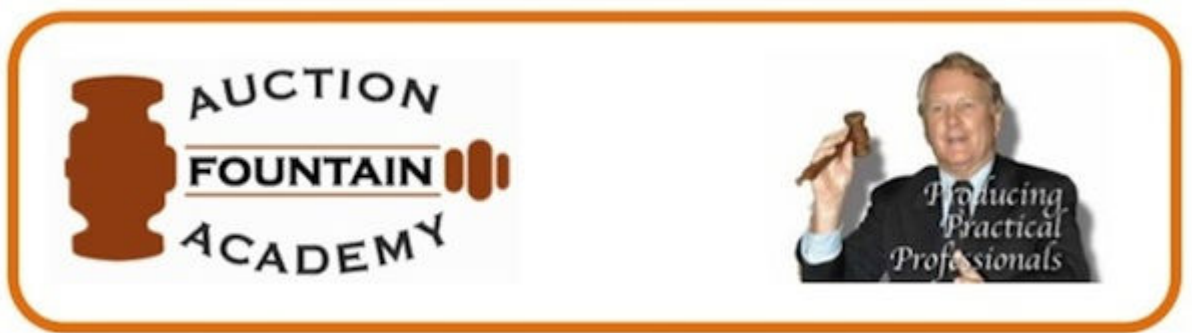
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## "Under the Hammer"

### Is the customer really stupid?

*"The first time you say "the customer is stupid", write down the date and time because the day will come when you want to know the exact moment your business started to decline" - Stephen.G.Largy*

G'day there,

Many are the times I have sat in sales meetings listening as the Principal or sales manager drones on through often 150+ private sale listings and heard, time after time, "nah, no reduction, the vendors a xxxxx" or "nup, no change".

My question to them is simply "why"?

Why is the vendor a d-head or whatever term was used? Surely they are just reacting to what is in most probability a lack of service through either (or both) marketing activities and accurate reporting.

Yes, I know I teach in our auction skills course that there are probably 10% of auctions you list that you won't sell through the vendors motives for selling such as new cars, overseas trips etc etc (perhaps these are what are referred to above?) or they won't accept what the market is saying but the reality is, there remains some 90% that you should sell within the agency period.

Which brings me to the question of why is it that invariably when a "For Sale" sign is replaced by an "Auction" sign, there is more buyer movement on that property?

To me, it is a threefold answer:

- Buyers now know there is a definite time frame involved with the date and time of the auction as against an indefinite period with private treaty selling.
- They also know the vendor can say only one of two things on that date - "yes" or "no".
- There will be (or at least as we explain in our [From Signup to Sale](#) course, there should be),



- increased marketing activity by the listing agent.
- What I do know is that successful selling is based around one word - **TRUST** - and that same trust is created through what I call my "atoms of auction" and they are service and honesty. This is whole lot easier to do in an auction as against a private treaty campaign.

Embrace them within your personal and office culture and you selling record will improve markedly!

Carpe diem

Tony



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