

**Subject: It's about people stupid!**  
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**To:** Tony Fountain tony@fountainandco.com  
**Conversation:** It's about people stupid!



10 January 2009

***IT'S ABOUT PEOPLE STUPID***

*"Demonstration is the finest form of selling" - Anonymous*

G'day there

Firstly, on behalf of Sam and myself, we'd like to wish you all the very best for a healthy and successful 2009.

Only someone completely oblivious to reality would see this as being anything but a hard year for many Australians and yet, as I have written consistently, this could be one of your best years ever in real estate.

What it will depend on is just how much "mongrel" you have in you to keep doing the basics and being able to sniff out deals AND having the skills to hang in there and put them together.

On the first point, I have just had a great reminder of what selling is all about for, as the late Sir Leslie Hooker once commented, "real estate is not about houses, it is about people" and all too often today we hide behind the convenience of technology instead of having the courage (yes, it does take a form of courage) to get off our bums and get "out there" talking to people.

A couple of minutes ago, this chirpy little bloke came into our office and starting waxing lyrical about how good his products were. I thought "here we go again" and was politely trying to indicate that I was not interested and I thought I was succeeding.

**UNTIL** he saw that my RM's needed a bit of a touch up and next thing I had one boot on the chair and he demonstrated his bees wax based linament for cleaning and maintaining leather goods such as boots, car seats etc.

Needless to day, having spent my working life wearing RM's and other leather work boots (and having to clean them) I know when something works so I am now the owner of two tubs of his brew!

After my purchase, we got chatting and I was telling him about the FAA and

what we do and that I am a real fundamentalist about door knocking. He then said that he makes about 60 calls a day, gets heaps of knockbacks BUT also gets heaps of sales.

The key points here are: -

- 🍏 he makes the calls and has the discipline to keep doing so and
- 🍏 he has no fear of rejection
- 🍏 maybe we all should have a go at his game and learn how to handle objections!

So far for February and early March I have 7 auctions signed up and the funny thing is that 4 of them I can attribute directly back to my door knocking campaigns. Hopefully I will at some stage sell them so the boot leather worn out doing that activity will be handsomely repaid.

Oh, by the way, and this is completely unsolicited, the product is called [<http://www.bright-print.com> *Brights Komplete Kream Leather Balsam* and it can be bought on line through their website by clicking oin the hyperlink.

The warm weather is still here so why not "get out there" on the beat, start talking to people and watch your business grow!

Finally, we will have our 2009 FAA Courses on [our website](#) next week.

Carpe diem

Tony

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(Author: [The Complete Guide to Selling Real Estate by Auction](#) and the e-books ["The Vendor's Guide to selling Real Estate by Auction"](#) and ["Success starts with a Dream"](#) )

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