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THE LONGEST JOURNEY STARTS WITH THE FIRST STEP

G'day there,

Hi Tony,

I thoroughly enjoyed the course on Monday. There was a lot of information for me to take in, especially since I have had no auction experience whatsoever in my short real estate career. I definitely learnt a lot on Monday and feel more confident already in going out and listing auctions, and running a successful campaign.- Ryan Lockart , Ray White Miranda NSW

Thank you to Ryan for his above comment, for the real buzz Sam and I get from our Academy, is having “newbies” attend, learn the basics (even if a stack of information is thrown at them on the day) and watching them develop their selling career.

As Mao Tze Dung famously said, “the longest journey starts with the first step” and I like to think that Ryan and others like him, have now taken that first step through attending our ***From Signup to Sale*** auction marketing skills course.

As we relate in this course, the very nature of a salesperson is an emotional roller coaster. We go up and we go down and our career will have its crests and troughs. That is not something to fear, for it is reality.

However, in order to turn that into a “positive”, we must firstly recognise the fact and then accept that we will always, at some stages, need to return and re-learn “the basics” such as this course teaches.

Having done that, perhaps then our forthcoming courses in individual facets of the auction business such as listing, working the floor, advertising, getting VPA etc will hold even more value.

The point about the “longest journey” was brought home to me graphically last week when training in New Zealand and we came across a young lady, mother of three children, who has been writing four to five auctions a month, selling them and doing it working part time!

The amazing part of her story is not so much that she is disciplined enough to be able to selling such a manner whilst having time for her family but that just over 12 months ago she was unemployed and doing life hard.

Who said auction’s can’t transform someone’s life!!

However, the danger for any of us, myself included, is that we arrive at the stage where we feel “we know it all”, for if we ever feel that way, then we really are on the edge of the abyss about to topple in - with dire repercussions!

Carpe diem

Tony

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