



23 May 2008

**WHAT IS IT WE FEAR MOST? (2)**

*"Rejection can disappoint you, depress you and may even stop you in your tracks... learn not to take rejection so personally... if you're honest with yourself and believe in your work, others will too" - Bev Jozwiak, internationally recognized water colour artist*

G'day there

The email Newsletter I sent on Thursday last has gained the biggest response yet to any I have issued so obviously this "rejection" and "fear" factor is very much out there and operating.

I have written back to all who emailed me thanking them but amongst the many, one in particular stood out.

Its author is a young agent in a rural area who has attended both our auction marketing skills and auctioneering courses at various times and for whom I have an immense respect.

That respect has grown following the honesty of words he displayed in the email below and I am confident many of you will identify with his situation, actions and thoughts.

He wrote:-

*"Your most recent newsletter entitled "What is it we fear most?" could not have come at a better time. I will tell you why.*

*I received a call from a potential vendor on Thursday, asking if I could talk to her about selling her home.*

*I said "Ma'am, I am flat out till Monday. Can I call you then and make an appointment?"*

*What I was actually doing here was putting it off until I knew there would be a more experienced sales agent here, to come along to the presentation and hold my hand (fear of failure). I found out that she had spoken to three other agents so far and this added a fear of failure in front of my peers!*

*I started to say to myself "it's a noisy area in a flood zone, hard sell, etc." making excuses supporting my taking the soft option.*

*So, with this floating around in my head I read your latest newsletter.*

*I realised that the only reason I hadn't dropped everything to get around there talk to this prospect was FEAR.*

*I rang her and made the appointment. I was well prepared for it, having completed a CMA prior and went for it. It turned out to be a lovely little house.*

*I had sent her a text message the day before thanking her for the opportunity and she told me how much that meant to her.*

*We had a walk through and talked for about 90 minutes. I discovered here that she didn't have to sell the house but would like to get out at a price if she could and move town.*

*If not, she was more than happy to stay put. At this lady's point in life we agreed that she would need to be absolutely certain of achieving that figure before embarking on an auction campaign. I will speak to her next week.*

*Here then is what I learnt.*

*(1) Not being afraid to tell her the cold truth about my expectation of a sale price has potentially saved me a lot of time and a lovely lady an advertising bill, plus a mild case of depression.*

*(2) Not being afraid to go in head first against your competition has helped sharpen my listing skills and I have learned a bit about the angles the other agents run.*

*I have given myself a confidence boost too, by doing my second solo listing presentation. Bring 'em on!! I didn't get told to #\$\$% off, either!*

*I have quickly learned that listing property with a less than highly motivated and unrealistic vendor is not a very prosperous enterprise.*

*I overcame the fear of rejection to actually make the appointment and then again to give her the facts as I see them. Although I probably would lean away from this particular listing, I call that "making money."*

*To take a leaf out of your book, Tony, the more time I spend giving people an opportunity to tell me to get stuffed the more money I will make, which is really*

*opportunity to tell me to get started the more money I will make, which is really what I am here for. Or more succinctly, "the more I risk being rejected, the better my chances of being accepted".*

What do you think?

Carpe diem

Tony

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