



18 July 2007

GAUGING LEADERSHIP

G'day there,

"Ultimately the test for leadership for me is, is it getting better because of what you're doing? Have you got anyone with you? Is what you're articulating the vision or the change that you want to make? Are there people who are saying, "Yes, we can see that and we're onboard". There are lots of people creating vision statements and doing things they think are leadership; but they've forgotten to look behind them to see if they are leading anybody and whether anything is changing" - Ann Sherry AO, CEO Pacific Cruises"

Yesterday, whilst conducting our *From Signup to Sale* course in Sydney, I was broaching the subject that causes some (indeed probably more than we realise) people involved in real estate to doubt themselves and their abilities from time to time.

That issue is the human sine curve - the barometer that shows how far up and down we go in varying situations. In salespeople (and I am certainly one of them), it will always be wave like. If it were level, we'd be probably boring and make a good accountant or clerk!

So if we accept that a wavy sine curve is "normal", why worry about that?

What we have to do though is ensure that each dip is at a higher level than the last- and creating that is what I see very much as our role, as the FAA, with you.

When someone starts in real estate, they know very little of the selling part of the industry, so they start at zero dollar income.

If they have attended training of any sort, their sine curve will be heading upwards. My hope is that if they have attended one of our FAA courses, their appreciation of the auction process and its benefits will be omnipresent in them.

Sooner or later however, they will start cutting corners, for whatever reason/s, and the slide down the slope towards mediocrity and reduced income then starts.

Lets say that happens at an income level of \$40,000. It is my belief that if they again return to training, get focussed on the basics, regain the discipline to do them continuously, then they are heading upwards to where that next sine curve dip will occur at say, \$60,000.

The point here is yes, that dip has occurred again, but at a \$20,000 greater income level and as their career extends, hopefully each dip will see a recovery level at a higher figure.

So what has this to do with leadership then?

In our *Creating an Auction culture* course and program, we give the office Principals, sales people and sales team not only training but also forms and other monitoring devices they can use on an ongoing basis to give both leadership and higher results.

Offices within our FAA Office Program have seen their auction numbers and turnover increase by anywhere up to 80% and I am more than happy to direct any enquiries you may have to those Principals for their views on its value.

It is not all beer and skittles, and it is often hard work on all our parts, to keep driving ahead, not the least because of the sine curve factor but if you are fair dinkum about building a solid long term business I would very much welcome your enquiry.

In some areas we are now conducting regular two monthly sessions with a number of offices from the franchise groups involved and where it is an independent operator we are working with, a personal schedule can be arranged. In other areas, it is a weekly or bi-weekly meeting program.

To re-quote the words of Ann Sherry's, one of Australia's foremost businesswomen, "*there are lots of people creating vision statements and doing things they think are leadership; but they've forgotten to look behind them to see if they are leading anybody and whether anything is changing*"

The reason our Fountain Auction Academy is here is to help you "look behind and to help you have people following you and see those changes happening"!

Carpe diem

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