



IS IT A CASE OF CRACKING THE WHIPS?

G'day there

"Hi Tony, every now and then your emails are so relevant to my current situation that I just have to reply. I do read each and every one of them and as you know have occasionally been inclined to pick up the phone to you. As a business owner the role of leadership to the team is something I am constantly aware of and how can we take the team forward in unison.

"In a 'tough' market I have seen members of my own team falter to the point where they have looked to any good excuse to blame their fall in income (even the franchise fee!!). I accept too that letting them go along this path and not 'cracking the whip' to stick with the disciplined activities that work is my fault and has shown a lack of leadership."

Judging by the emails, such as the one above that I have received from a client, since yesterday's Newsletter, the issue of leadership has hit a nerve or two.

With many agencies across Australia experiencing "problem areas" such as stock shortages, vendors hardening on reserves and sales performances declining to a greater or lesser degree, I see the "sine wave" factor I mentioned yesterday clicking in.

As the great old truism goes, "when the going gets tough, the tough get going" and whilst the image of John Wayne is conjured up easily, it is nonetheless true and it will be those who have the discipline to keep on batting away at seemingly mundane activities that emerge in a profitable state.

Doubtless there is much thrashing about by many trying to establish why this is the situation but the reality is simply that the basics are being overlooked and many Principals and Sales Managers have fallen for the great "dummy pass" in thinking that "being a good bloke" is the same as strong and effective leadership.

In returning to my comments of yesterday about the effect and prevalence of the "sine wave factor", it is reality that all salespeople have it as a vital part of their makeup and unless we appreciate that fact we labour on in a delusionary state.

It is not something to be feared but it is certainly something that must be taken into account and unless you are working with, as against "managing", your people, sometimes you do not pick up the dip until it is verging on being too late.

The "seemingly mundane activities" that I referred to include:-

- *Working your database effectively.* Is yours growing, is it static or does it, in

fact, even exist? “Data is dollars” is a clarion call I use constantly and it is when things get tighter that it is worth its weight in gold, and

• *Being like the farmer who wishes to get the most from his soil and thus keeps ploughing it.* How long since you have left the comfort zone of the office and actually headed “out there” to vendor/buyer land and went face to face with people you have sold to over recent times (as new residents they would know what was happening in that street or area) or around stock you have listed?

Selling real estate is not rocket science. We are the “detectives” of the real estate industry and it is our role to spy out those who wish to sell, those who wish to buy and then put a deal together.

It is not about bricks and mortar. It is about people and as Admiral Grace Hopper USN once wrote, “*You do not manage people. You manage things. You lead people*”.

Our Creating an Auction Culture course is designed to help you create an environment in your office that sees both private treaty and auction activity increase and be continually monitored and I invite your participation.

Please feel free to email me with any questions you may have.

Carpe diem

Tony

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