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### **WHAT IS IT WE FEAR MOST?**

*"It is not rejection itself that people fear, it is the possible consequences of rejection. Preparing to accept those consequences and viewing rejection as a learning experience that will bring you closer to success, will not only help you to conquer the fear of rejection, but help you to appreciate rejection itself." - Bo Bennett, businessman and author*

G'day there

Over the past few weeks, following some hand surgery, I have been travelling back and forth between the Southern Highlands and the Sydney CBD by train, thus ensuring that I was not using my hand and that I had plenty of reading time.

One of the books I have thoroughly enjoyed reading, and from which the genesis of this Newsletter came, is Robert Kiyosaki's book *The Business School for people who like helping people*.

On reading the headline for this Newsletter, doubtless you thought of fear involved with personal or financial safety, and yet I believe one of the things people involved in selling real estate fear nearly more than anything else is rejection.

Rejection.

A short word but one with BIG implications. Because of it, some real estate agents fail to:-

- Take on door knocking ("brick walling" as Sam calls it), thus missing out on a superb opportunity to meet people and prospective vendors and/or buyers and all because of the fear of rejection at the front door.
- Reject a vendor with an over-priced listing. And, having taken them on, will fritter away countless hours of their most valuable commodity - time - in the hope of selling, all because they didn't have the courage to reject the "away with the pixies" vendor.
- Tell their vendors the truth about what "the market" is saying about the property for fear the vendor will reject them and their opinion. They then wonder why the property fails to sell and they are wearing the blame.

In his book, the follow up to his international bestseller *"Rich Dad, Poor Dad"*, Robert Kiyosaki's "Rich Dad" told him:

*Look, don't be a fool and run out into the world and splatter your face up against the walls of life. Yes, you do need to risk being rejected but you must also learn from your rejection and that means correction.*

Right on!

Go out there and door knock around your auction listings. Once a week for three or four weeks is what I teach and, yes, you will get told to ##!#\* off every now and again; you will have the door slammed in your face BUT you will also gain new contacts and leads which, after all, are the lifeblood of this business.

So, I doing that, what have you suffered?

Rejection.

And what will you have learned?

How to handle it simply by analysing what happened, what you could have or should have said or done, and trying that the next time you head out.

And if you did gain just one appraisal from a street of 60 houses, even after suffering some indifference, was it worth it?

You betcha.

Don't fear rejection, simply learn from it. As Robert Kiyosaki pointed out "the more I risk being rejected, the better my chances of being accepted".

Carpe diem

Tony

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[\*The Complete Guide to selling Real Estate by Auction\*](#)

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