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Becoming a person of influence

The head of Lynch Sales & Lettings in Woking, **Tony Lynch**, who is also a qualified trainer, speaker leadership coach and author at Keep Thinking Big, offers advice on how an agent can 'become a person of influence.'

What does it take to become a person of influence? Can it be learned? Is it reserved for just senior members of staff?

Can everyone grow into it... if they want to?

Some 25 years ago I was working for Hamptons in Woking when my Director said to me, "Tony, you are Mr Woking. But you need to grow more if you want your success in your marketplace to increase."

Those words are applicable to every estate agent if they want to increase their success.

Having led numerous teams for over 30 years, training many estate agents in that process, I decided to become a qualified trainer, speaker and leadership coach at the start of 2014.

This has opened many doors for me to speak and train not just in England but also abroad, but on this occasion I would like to share a few points about 'becoming a person of influence.'

There are various key points that will establish anyone as a 'person of influence'. Using these will enable you to become the natural choice when it comes to the property industry.

Let me just highlight two of them.

1 A PERSON OF INFLUENCE HAS INTEGRITY WITH PEOPLE

Integrity is the foundational stone upon which everything is built. It should not be confused with reputation. It is not 'for sale' at any price because it cannot be purchased for any price. Working with clients and buyers sometimes can be challenging. When a client or a buyer is dealing with someone with integrity, trust and confidence are quickly built. All parties know the boundaries to which a person of integrity will keep.

Decide for yourself the big choices for your life, which will be worked out in your workplace. Then daily, manage those choices.

What is the best way to guard from a breach of integrity? Make right and honorable decisions that do not hinge on power, revenge, pride or money (any amount of it).

Integrity is not determined by circumstances. Integrity is not based upon qualifications. It is an inside job that is worked out in our daily actions and choices we make.



"The ability to connect can determine your success as an estate agent."

2 A PERSON OF INFLUENCE CONNECTS WITH PEOPLE

We must never forget that our focus in the property industry is not property but people. We know people will buy from those whom they like, trust and connect with.

So how can someone increase their influence when it comes to connecting with people? Leadership expert John C. Maxwell says, "Connecting is the ability to identify with people and relate to them in a way that increases your influence with them."

Therefore, the ability to communicate and connect with others is a major factor in determining your success as an estate agent.

If you can improve your ability to connect with people, it will enable you to become the one who gains much influence.

Being a person of influence can have a huge impact upon your success, impact and income. I know that anyone, even the most reserved of people, can learn to connect better because connecting is a choice.

Let me leave you with a couple of suggestions of how to improve your connecting skills.

3 BE ACCESSIBLE

Join your local Chamber of Commerce, BNI or any one of many other business groups. Be where people are. Do not just expect them to find you in your office. Go out and be part of the community - be a serial networker!

4 BE A GIVER NOT A TAKER

Look to see where you can add value to others. Do not just look to see what you can get - but be generous. Become a person who connects people in business and related services. Be a connector and a generous giver.

I strongly believe that 'becoming a person of influence' can play a major factor in your success as an estate agent.

What plans are you now putting in place for 2015, plans that will help you become a person of influence, plans that will help produce one of your best years ever?

Imagine the impact this could have on your company and your career when you become recognised in your community as a person with great influence.

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