



Australian College of Professionals, Level 10 99 York Street, Sydney, 2000  
www.acop.edu.au enquiries@acop.edu.au 1300 88 48 10

## CPD COURSES

### Blue Mountains

Sales & Prop Mgmt

**Wed 8<sup>th</sup> May**

### Baulkham Hills

Sales or Prop Mgmt

**Fri 10<sup>th</sup> May**

### Baulkham Hills

Comm & Retail Leasing

**Wed 15<sup>th</sup> May**

### Sydney

Sales or Prop Mgmt

**Thu 23<sup>rd</sup> May**

### Taree

Sales & Prop Mgmt

**Fri 24<sup>th</sup> May**

### Batemans Bay

Sales or Prop Mgmt

**Mon 27<sup>th</sup> May**

### Newcastle

Sales & Prop Mgmt

**Tue 28<sup>th</sup> May**

### Raymond Terrace

Sales & Prop Mgmt

**Wed 12<sup>th</sup> Jun**

## The number one issue facing business owners is hiring sales people who fail within their first year.

Whether it be CPD sessions or licensing training that the College is conducting, there isn't a day that goes by where our trainers are not asked the question about hiring "good" staff. This makes us ponder the question of what makes one staff member "good" and another "not so good"?

In considering this issue of recruitment in the property industry and in response to feedback from our students, we commenced a Job Board on our website for employers to list any vacancies that they may have. We direct our students to this new Job Board and they can take the initiative to contact employers from that point.

Then, one of our licensing graduates from 2010, Eliza Doueihy, contacted the College to tell us about her new role as the Business Development Manager and Sales Performance Coach for the company, Corporate Coach. She presented her company's approach to identifying candidates who are most likely to be successful salespeople.

One of the biggest challenges when growing a business is ensuring you have the right "Hunter-style" sales people to go hunting for new and sustainable business. One of the biggest challenges for Certificate of Registration graduates is to show prospective employers that they have what it takes to be successful in real estate. So what will differentiate you from the other job candidates?

Professional selling is difficult, relentless, unbelievably competitive and highly dependent on the individual. Selling does not come with a degree. While you can improve skills with practice, and receive good training plus great motivation, the bottom line is you have to have the inherent attributes to be successful in Sales. These attributes are NOT about your personality type. Being the "life of the party" does not necessarily mean you are a born seller.

Companies that truly want empowered sales teams cannot afford to waste time and money on people who are unlikely to make it in

**CPD**  
**2 HOUR**  
**BREAKFAST**  
**SEMINARS**

**Full 12 points!!**

**Baulkham Hills**

Strata

**Thu 9<sup>th</sup> May**

**Parramatta**

Sales/Prop Mgmt

**Thu 16<sup>th</sup> May**

**Penrith**

Sales/Prop Mgmt

**Fri 24<sup>th</sup> May**

**Sydney**

Strata

**Wed 29<sup>th</sup> May**

**Campbelltown**

Sales/Prop Mgmt

**Thu 30<sup>th</sup> May**

**Sydney**

Business Broking

**Fri 31<sup>st</sup> May**

**Sydney**

Sales/Prop Mgmt

**Fri 7<sup>th</sup> Jun**

**Wollongong**

Sales/Prop Mgmt

**Tue 25<sup>th</sup> Jun**

**Bankstown**

Sales/Prop Mgmt

**Wed 26<sup>th</sup> Jun**

The SIP (Sales Inventory Profile) assessment is a sales aptitude or IQ assessment developed by Corporate Coach based on years of research into high performance sales staff. The SIP assessment can identify who can sell without reliance on what they say about themselves in resumes and without any time investment from you prior to the interview.

***Imagine being able to easily identify & interview only candidates who have real sales potential and then choosing the candidate who is the best fit for your team and culture.***

From an individual's perspective, SIP will provide you, as a prospective employee, with an insight into your sales capabilities and whether your selling style is suitable to be a Listing Agent or a Property Manager in Real Estate; or if you are suited to a Business Development Manager or Account Manager role in other industries. Consequently SIP also assists individuals who are looking to start and grow a sales career by directing them into a sales role which is more suitable for their selling style. Of course, for an employer, this also takes the guesswork out of searching for the right sales person. It will be a more focused search producing more direct and effective results.

Utilising SIP demonstrates the professionalism of your business and your commitment to building high performing sales teams. An optional extra feature of the SIP service is copywriting of your job advertisements. These have been proven to emotionally engage and attract more candidates. Using the SIP assessment tool then allows you short list the pick of the crop.

The Australian College of Professionals has investigated the SIP process and believes that it can assist all aspects of the property industry in ensuring the right people are employed in the right positions. If you require more information on the Sales Inventory Profile (SIP) process, and wish to advance your career in the right direction, please visit our website at [www.acop.edu.au/Job\\_Board.html](http://www.acop.edu.au/Job_Board.html)

Til next time,

Wishing you every success in your business ventures,

Rosy Sullivan

**Strata Management Practices**

for existing Real Estate, Stock & Station and Business Broking Licensees

Tuesday 7th to Friday 10th May at Sydney.

Ring **1300 88 48 10** to book!

## CERTIFICATE OF REGISTRATION COURSES

**Sydney**  
**Mon 20<sup>th</sup> – Wed 22<sup>nd</sup> May**

**Gosford**  
(Dist Ed + 1 day tutorial)  
**Wed 29<sup>th</sup> May**

**Baulkham Hills**  
**Mon 3<sup>rd</sup> – Wed 5<sup>th</sup> Jun**

**Liverpool**  
(Dist Ed + weekend tutorial)  
**Sat 8<sup>th</sup> – Sun 9<sup>th</sup> Jun**

**Mudgee**  
(Dist Ed + 1 day tutorial)  
**Thu 13<sup>th</sup> Jun**

**Newcastle**  
(Dist Ed + 1 day tutorial)  
**Thu 27<sup>th</sup> Jun**

**Baulkham Hills**  
(Dist Ed + weekend tutorial)  
**Sat 20<sup>th</sup> – Sun 21<sup>st</sup> July**

## FINANCE AND MORTGAGE BROKING COURSES

**Cert IV in Finance &  
Mortgage Broking**  
Sydney  
**Mon 20<sup>th</sup> - Wed 22<sup>nd</sup> May**

**Dip of Finance & Mort  
Broking Mgmt**  
Upgrade for existing Cert IV holders  
Sydney  
**Thu 23<sup>rd</sup> - Fri 24<sup>th</sup> May**

## Staff Profiles

### Kelly Attenborough

#### Program Co-ordinator

Kelly has been with our College since early 2010 and is a highly valued member of the team. She started with the College in a junior administration role after completing her HSC. She was quickly promoted to take on more complex tasks after it was evident that she had a natural customer service focus and an easy and pleasant manner with students of the College. Her role involves being the first point of contact with most of our customers, organising most aspects of our courses including overseeing the printing of the training materials. Most recently, her role has also extended to assisting with the Licensing department in the collection of student documents and assisting students through the assessment process. Kelly is a focused and self-driven young lady who prides herself on customer service. One of Kelly's proudest achievements was when she completed her real estate training, and her feedback noted that she had completed the best Trust Accounting assessment that the Assessor had ever marked.

Kelly is also responsible for researching and ordering of promotional materials for the College, ranging from pens (the new batch are big hit for students), to canvas carry bags for student training materials. She is extremely focused on ensuring that the promotional products, such as coffee mugs and writing pads reflect the professionalism of the College.

Most weeks Kelly has news of more adventures that she has taken on holidays and weekends. In the past year, we have heard about the "Roar and Snore" weekend at Dubbo Zoo, the camping trip to Bathurst for the V8 supercars, the cruise around the Pacific Islands, and a fortnight with the girls in Thailand. We are now hearing constantly about the food and wine cruise being booked for a little later in the year. Earlier this year, we celebrated Kelly's 21<sup>st</sup> birthday. The College had a surprise dinner celebration at Café Sydney to mark the occasion of Kelly "gaining the wisdom of adulthood".

As the third eldest (or second youngest) of four girls in her family, Kelly has an appreciation for getting things achieved quickly and efficiently. Kelly has brought this skill to the workplace, where she assists our students to complete their training in the most efficient manner from both a time and money perspective. In the office environment, her high level of efficiency and the setting of high standards of work, has been shared with her colleagues, with her self-appointment to the position of "Row Captain". As Row Captain, she is "responsible" for the behaviour of those who work in the same "row" of desks as hers. She has taken this role on with such gusto, that we have had a name plate made with her name and title to recognise her commitment to the position.



## Staff Profile (continued)

Whilst Kelly's surname suggests that she may be part of the famous Attenborough family and that perhaps she should be journeying into the wilderness to talk with the animals, she is firmly planted in Sydney and enjoying the social activities that working in the city offers.

The College trainers would be lost without Kelly.....literally. As part of her preparation of training materials, she packs the materials for trainers when they are conducting courses away from our College in the city. She includes venue details, maps and contact details in case the trainer's fail to find their way to their students. Only once has she given the incorrect venue details to the trainer.....she only missed it by one suburb!! Unfortunately for Kelly, the trainer was our College Principal.

Kelly is focused on keeping fit and is an avid netballer. Over the years of playing for her local club and also at a representative level, she has received many awards, including winning the award of 'Umpire of the Year' for two consecutive years. Whilst talking sport, Kelly is another one of the College team who is a one-eyed Manly Sea Eagles supporter – much to John's delight. However, her focus on fitness fails when confronted with a huge jar of jellybeans, where she has made the admission that she likes all 45 flavours in the jar.

### Qualifications

Certificate IV in Property Services (Real Estate)

Certificate IV in Frontline Management

## Is it Time You Upgraded to Your Licence?

ACoP runs a Fast Track program which, in conjunction with Recognition of Prior Learning (RPL) assessment, will enable you to complete your Real Estate Licence qualification in 5 days with take home assessments.

We will also assist you with completion and submission of your licence application to NSW Fair Trading free of charge.

### **Free Assessment**

Send us your resume & copies of any qualification transcripts you may have for a free and confidential preliminary RPL assessment.

Have you visited our website? Find a complete list of the courses we offer as well as detailed course information anytime.

**[www.acop.edu.au](http://www.acop.edu.au)**

