

FOOTBALL COMING HOME

THE LESSONS WE LEARNT ALONG THE WAY

ARSH ELLAHI

For this month's article, I thought I would share my personal thoughts on the Euro 2020 tournament and the lessons I took away from it. I will aim to translate these to the property industry where possible.

DISCLAIMER: *I would not call myself a football expert – more so a neutral fan who enjoys the sport!*

Undoubtedly, the UEFA European Football Championship, commonly referred to as the UEFA Euro 2020, brought a much-welcomed distraction to the commotion of the last 18 months.

24 of Europe's teams battled it out to compete for the prestigious award to become the winner of Euro 2020. The final brought England vs Italy, and the country waited on baited breathe to see if this could finally be the trophy to come home – the first in 55 years.

To get to the final, both teams had to overcome a number of hurdles, which included:

- **Playing against teams within their group and ensuring they were in the top three,**
- **... then moving into the knockout stages,**
- **... then into the quarter finals.**
- **The pressure of the semi finals, and finally**
- **... the weight of expectation from their respective countries as they approach the final.**

So how does this compare? The fact is that a football team is run in a very similar way to how an entrepreneur runs a business. They are consistently training in order to compete and better themselves. There will be extreme highs and catastrophic lows.

Referring to England's journey, the country backed their team as they progressed through the ranks. The more they progressed, the more the country believed. The saying "It's coming home" was on the tongue of every football fan.

England had some tough games, and it was interesting to watch the tactics of the game and the competition. By this I mean understanding the theory and logic behind the team picked to play; the formation of the team; the strategy; and listening to the pundits to see how they interpreted the game

Playing football is also all about timing:

- **WHEN DO YOU MAKE A SUBSTITUTE?**
- **WHEN DO YOU START TO CHANGE TACTICS?**

Every game, England played with different starting line ups – and this was a way of ensuring the team remained fresh with a rotation of players (where possible). Failing to do this would have meant that the same players would have quickly burnt out, which would have ultimately meant they would start to lose games.

The team would have also been chosen according to the opposition, and which players would be best to play their opponents – ie, are they an attacking team or a defensive team?

Ultimately, it is about adapting to the environment!

KEEPING A COMPETITIVE EDGE

The same is true with property. If you become complacent, you will lose your competitive edge. Let's apply this philosophy to your vacancies. For example, you may have a room or two or a whole property sitting empty. When that happens, it's time to ask:

- **What are you doing to fill these voids?**
- **What is your competition doing?**
- **How do you compare?**
- **Why would a tenant choose you and your property?**

The same principle can apply if you are buying a property and the agent has multiple offers on the table. I often define this as: "What is your USP – your Unique Selling Point?"

Regardless of the outcome, there should always be a point where you reflect on what went well and where you can improve.

The England team will definitely reflect upon each game to see where they excelled and where they lacked, and use this as a measuring tool to progress.



In my business, I assess every call I make to see how I can make the next call even better. Let me refer to my sourcing business. If I am contacting an estate agent, I set myself a mini set of goals for that call based on communication and rapport. **The questions I use to evaluate the outcome include:**

- **Did they understand what I am looking for?**
- **Did they understand the proposal?**
- **Would they consider working with me?**
- **What are the next steps – are we meeting, or are they sending me some details?**

My main aim is to get them working with me so they feed a constant supply of property deals over to me. After every call, I assess the interaction and see where I can make further improvements in order to strive to make consistently positive calls.

“If after the call I have not received any information after 24 hours, I normally follow up, but also use this as a key performance indicator as to whether this call was successful or not. If not, I will then look to change my approach, to turn that dreaded NO into a YES!”

So, there we have it. Although it was extremely disappointing that 'Football did not come home', we can still be extremely proud of everything the England team achieved. They fought and battled to beat some fantastic teams, which was all done through improvements game on game.

There will be times, where you do get beaten (hopefully not physically), where you get outbid or a deal doesn't go your way. Use this time to reflect on your performance with a view to upping your game so it doesn't happen again!

If you still have a question which you would like answered in next month's article, please feel free to email me: arsh@arshellahi.com and I'll aim to answer as many as I can over the following months.

CONTACT As always, you can connect with me on my social feeds by finding me on:

Mailing List www.arshellahi.com/deals
Facebook Profile www.facebook.com/arsh.ellahi.1
Facebook Page www.facebook.com/ArshEllahi123
Instagram www.instagram.com/arshellahi
Youtube www.youtube.com/c/ArshEllahi
Linkedin www.linkedin.com/in/arshellahi
Twitter twitter.com/arshellahi

Finally, to get access to all my updates and whereabouts, please sign up to my weekly newsletter at www.arshellahi.com

