



Episode 25 - The Three Most Important Skills You NEED To Scale

My inspiration for this episode came from a conversation I once had with my oldest son when he was about nine or ten years old. I asked him what he wanted to be when he grew up. At the time I was selling houses as a real estate agent.

He said, "I want to make a lot of money, I want to build wealth."

Me: "How are you going to do that?"

Jared: "Maybe I'll do real estate like you do dad."

Me: "You'd be great at that. Let me ask you, Jared, is there a limit to the amount of money you can make in real estate?"

Jared: "No. I can make as much money as I possibly want in real estate."

That's not true. This is one of the falsehoods that some of us in the commission world fall into.

**"There is a limit. Everyone has a limit. It's called 24 hours a day!"
- Seth Campbell**

Sales Skills

I drew a pyramid diagram for him with Sales Skills at the base. I wanted him to know that for him to be good in the real estate business, he has to learn Sales Skills: scripts, dialogues, objection handling, and how to make somebody make the right decision.

**"Sales skills are among the highest-paid skills in the world. Top
1-2% earners in the world are typically sales-type rolls."
- Seth Campbell**

Especially if you are doing a start-up, raising capital is a sales skill. Inspiring people is a sales skill and hiring the right talent is a sales skill.

Sales skills have a limit.

It's called 24 hours a day.

When I think about the journey towards scale, the two biggest factors that should be considered are money and time. *What I am teaching you today is the path to have both of those things to end up with more time and more money.*

What happens when you hit your ceiling 24 hours a day? What happens in terms of money and time at this first level?

At this point, I asked - "Jared what do we do now?"

Jared: "I don't know... I know. What you do dad, hire more people."

Hiring Skills

This is a different set of skills.

So I said to him, "Is there a limit to how much you can make if you master hiring skills?"

Jared: "No dad, I don't think there is."

Me: "I agree with you."

However, a wise person once taught me that every time you solve one problem you create another.

By solving the problem of the ceiling of achievement, then you create a new problem of how to lead all those people.

"When you become good at hiring skills you multiply your time through others." - Seth Campbell

Time is more valuable than money.

When I put 30 minutes into an individual, training and supporting them, that's equivalent to three and half hours of appointments I'm not going on and they are going on instead.

When I put in 20 minutes of a conversation with this individual, I just got back 14 hours of my life because they now know how to do what I do.

When I become a leader of leaders - I put in 20 minutes with an individual who'll put in 20 minutes into someone else, who puts in 20 minutes into some other person. I can look back at the calculator at some point and see that my 20 minutes is now equal to 8,000 hours worth of productivity.

That's why hiring skills multiply your minutes.

However, if you hire the wrong person, you have made a wrong investment that will either minus or divide your minutes.

Of the three most important skills you need to scale, hiring is the one that makes the biggest difference. It's the one that will make the other two less necessary to master even though you still need to know them.

“Hiring skills is the ultimate determinant of long-term sustained success at any level.” - Seth Campbell

How many hours have you invested in learning hiring skills? What questions to ask in an interview, behavior profile analysis, KPIs, etc?

“You don't become good at hiring by accident. You learn to become good at hiring.” - Seth Campbell

Leadership Skills

I asked Jared, “How do you solve this?”

Jared: “I don’t know.”

Many leaders became good at hiring people and now they have a lot of talent around them but are missing leadership skills.

There’s no such thing as a natural leader. They are behavior profiles that make it easier for you to socialize. But it doesn’t mean anybody is better at it than another naturally.

To get good at leadership skills, you must commit a huge amount of time to master it.

Now as humans, things don’t always work out the same for everybody. Some parts of leadership are obscure, others are common because they happen a lot more often.

“Leadership skills are more like a toolbox. You have to have a lot of tools. If the only tool you have is a hammer, everything you see is a nail and that’s not effective in leadership.”
- Seth Campbell

You don’t have to master all the tools, but there are some you have to.

What happens to money and time when you work on leadership skills? They become unlimited.

You can’t reach unlimited time and money without hiring skills and when you’ve hired the right people, you need to be at least a 7/10 in leadership.

If you are a 7/10 in hiring, then you need to be a 9/10 in leadership skills.

The cool part about leadership skills is that there is a bigger benefit than time and money - you can leave a legacy. Just like I have discovered in my own home by having memorable conversations like this with my son.

You can create this in your organization by equipping your people with the same tools you use to grow personally and professionally. Don't just teach them sales, teach them how to hire, then teach them how to lead. They in turn will not only lead, but teach others. And so on and so forth.

“Leading leaders is the ultimate level when you work towards scale.” - Seth Campbell

There you have it, these three lessons:

Sales Skills have a limit (24 hours).

Hiring Skills makes all the difference.

You're already working on leadership skills by following this podcast.

You can leave a legacy across many generations and make a massive impact on the people that you lead now and the people you will lead in the future and their children's children too.

Discussion Guide:

Are you stronger at any of these three skills than the others? Why do you think that is?

What can you do to create a balance between these skills? Think of specific action items you can do in the next 7-10 days to start improving your sales, hiring, or leadership skills.

What are some of the practical things you can do to build your leadership skills to the point of multi-generational impact? How can you leave a legacy for your generation?

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