



Talley-Lotzky of Island Rep Group discusses her career

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Name : Ellen Talley-Lotzky

Title : Principal

Company/firm: Island Rep Group

Years with Company/firm : 1

Years in field: 23

Years in real estate industry : 23

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Real estate organizations/affiliations : IFMA Long Island Chapter

How do you and/or your firm use social media?

I joined industry specific groups on LinkedIn to promote events that I am attending and to comment on discussions that are of interest to me. I'm still learning how to navigate my way around the site.

What is your biggest leadership challenge, other than the "glass ceiling"?

As a sole proprietor in my current role, I am the chief cook and bottle washer! I'm hoping to expand some day where I can delegate some of these responsibilities and function more as a leader while still enjoying the challenge of sales.

What is the most daring thing you've done for your career? How did it turn out for you?

When I was in my mid twenties, I was working as an assistant on a sales team at a furniture dealership and getting paid a salary. I approached the management team to see if I could take on a salesperson role and work on commission. They gave me a six month trial period after which time I would either stay on or part ways amicably. The result: I stayed on for another ten years as a sales team leader with my own assistants!

Which project, deal or transaction was the "game changer" in the advancement of your career?

I'm not sure if I should reveal the client's name. I was able to secure a large furniture order based on a simple premise of customer service. This client needed a chair fixed and no one else wanted to help them since there wasn't a large commission involved. I took on the small repair order and ended up forming a long term and profitable relationship with this client.

What do you consider to be the most successful way to increase referrals? I'm a big believer in Karma - what goes around comes around. I enjoy networking and find that the best way to get referrals is to ask for them, do a great job, solve problems if they occur and always say thank you.

What is the BEST advice you have ever received?

It was more of a saying that advice - If you want to get a different result you have to try a different formula. In sales, people tend to get too comfortable doing the same thing over and over again and

they wonder why they don't get a different result!

What is your favorite tip for balanced living?

Make the most of your "off" time. It's okay to let the phone go to voicemail. Make sure you take that vacation you are always planning on. Time is precious and so are the people that you live with.

Where would you like to be 10 years from today?

Business wise I'd like to be successful enough to hire some great salespeople and build up a recognizable brand. Otherwise, I'm thinking I will open up that Bed and Breakfast that I keep dreaming about!

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