

MSAA SUPPLEMENT



Marketing for
On-line Auctions
Page 7



MSAA SUPPLEMENT

November 2013 | Issue 62



Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Viewing Instructions

If some sections have print that is too small for you to read easily, go up into your VIEW menu at the top of your screen and scroll down to ZOOM, or even click on the "View at Full Screen/Full Screen Mode" option in the VIEW menu. You can also print the document if you wish.

Upcoming Events

2014 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest

Thursday, January 9—Saturday, January 11, 2014
 Sheraton Minneapolis West Hotel, Minnetonka, MN

Contents

4 BENEFITS OF MEMBERSHIP

The MSAA Family

Chris Fahey

6 GIVE VALUE FIRST, DON'T ADD IT!

Building a Friendship

Tammy Tisland

7 AUCTION ADVERTISING

How Do You Advertise an Online-Only Auction?

Ryan George

9 TOP-NOTCH EDUCATION

2014 Conference and Show Schedule

10 NEGOTIATION TIP:

It's the Details: Part 2

John Hamilton, DREI



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Announcements

Anniversary:

ALL AUCTIONEERS AND FAMILIES INVITED

Friday, November 22, 2013, 5 p.m.–9 p.m.

All Minnesota Auctioneers are invited to come celebrate World Wide College of Auctioneering 80th Anniversary (1933-2013).

The celebration will be held at Best Western Clear Lake Iowa (I-35 @ exit 194) at the World Wide November Class Auction.

All auctioneers present will be recognized as well as coffee and cake will be served.

World Wide has trained over 40,000 auctioneers during its 80 year history from every U.S. State, all Canadian provinces and many foreign countries. World Wide is known as the #1 Auction Technology and #1 Bid Calling auction school in the country.

We look forward to seeing you all on the 22nd.

For more information call Vicky @ 1-800-423-5242.

Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. frank@solditatauction.com

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MCAASUPPLEMENT

November 2013 | Issue 62



Benefits of Membership

The MSAA Family

Chris Fahey

Vice President, MSAA
Fahey Sales Agency

Contact 



As the crisp fall air quickly turns to cold, I am reminded that the Holiday season is fast approaching. This time of year reminds me of my family, yet at the same time I am reminded of what a unique association I belong to. Like family, the Minnesota State Auctioneers Association has become an extended family of sorts. Ever since I was a child, I can recall participating in events with other MSAA members. Now as a parent of two children, I find myself sharing these same opportunities with my kids as I watch them build friendships that are sure to last each one of them a lifetime.

Like family, the members of the Minnesota State Auctioneer's Association are always there for one another in times of need. Whether a member is sending a card to a family who may be suffering the loss of a loved one, to assisting families with benefit auctions, the family ties of our members are strong. My family has had the privilege of attending and selling at many benefit auctions over the years, yet at the same time the gates have swung both ways as our family has received the same support from other families in our industry. In addition, when one of our own experiences a tragedy such as a house fire, accident, or a medical issue, our MSAA members immediately step up and assist in any way they can.

Family members are not only there when we may need them the most, but family is also there to help us in celebrating good times. We share memories that are unique to us. My family has had the distinct opportunity of getting to know other families through the MSAA. We have celebrated special

birthday dinners with our auction family, weddings and graduations, even watching the child of a fellow MSAA member in a play or sporting event. Our friendships continue to grow each year. Our company has opened the doors of our homes to MSAA members to stay over the night before an auction and other members have done the same for us. Furthermore, throughout the MSAA we have developed unique relationships where we have both provided and received assistance with auctions.

I hope you all feel as strongly as I do when it comes to recognizing other MSAA members as family. We feel very fortunate to have this extended family in our lives. As we continue to move into the Holiday season, just as I would wish my immediate family a safe and blessed Holiday, I extend these warm thoughts to you as well. I hope you and your family are as excited as mine is to see our extended family of auctioneers at the annual convention this January 9-11 at the Sheraton West in Minnetonka.





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MSAASUPPLEMENT

November 2013 | Issue 62



Give Value First, Don't Add It!

Building a Friendship

Tammy Tisland
 Director, MSA
 Auctioneers
 Contact 



I have never understood the philosophy of “value added,” and I’m willing to make a bet you don’t even know the definition of it. It’s probably a bunch of baloney that your competitor could easily duplicate.

Let’s try “value first.” Try putting value in the hands of a potential client before you ever ask them for the business.

- 1. Make friends before you start, or don’t start.** When I meet a prospect, the first thing I do is establish some kind of rapport that includes finding some common ground. I laugh with them, I talk to them about them. I establish some credibility with them and then I begin the presentation. I don’t win sales on price. I win sales on friendship.
- 2. Act professionally, talk friendly.** Too many people think they have to be professional in order to gain credibility. Nothing could be further from the truth. Me? I’m friendly. I try to act as professionally as I can but I always err on the side of being too friendly. The stiff professional will give a proposal and if it isn’t the lowest, he/she walks away with a goose egg. Me? I’m the friendliest and often the highest. Now I’m not saying that you should be the highest price (works for BMW though), but I am saying to be the friendliest.

- 3. Sale for the moment. Friends for life.** Here’s a quote worth noting, “If you make a sale, you can earn a commission. If you make a friend, you can earn a fortune.” Those who employ this are the top performers and the top paid. They build relationships. They concentrate on the value they provide. They have the “what can I do for you?” attitude.

I challenge you that this is the single hardest lesson to learn, but at the same time, it is the single most powerful and most financially rewarding lesson.

All things being equal, people want to do business with their friends.

All things being not so equal, people STILL want to do business with their friends!

Hope to see you all at the Minnesota State Auctioneer’s Association Conference and Show! Mark your calendar now and make plans to attend!



Auction Advertising

How Do You Advertise an Online-Only Auction?

Ryan George

BiPlane Productions

Contact 



Written on assignment from Auctioneer, the official magazine of the National Auctioneers Association.

It seems that I've consistently received one question at almost every auctioneer gathering that I've attended over the past couple of years.

"How do you advertise an online-only auction?"

I usually answer that question with one of my own, "How do you advertise an offline auction?"

With the rise of both simulcast auctions and online-only auctions in both quantity and percentage of live auctions, there's an assumption that an entirely separate pool of prospective bidders remains to be found. That's only partially true. In some markets, the buyer demographic doesn't frequent the Internet; and in some markets, potential bidders spend their lives online. For the most part, though, those two groups are the outside slivers of a Venn diagram with a pretty fat overlap of online and offline media viewers.

Whether the bidding is done with a raised hand or a clicked mouse is just a matter of auction location. Nobody asks me, "How do you advertise an off-site auction?" They don't ask that because they advertise off-site auctions like the way they advertise on-site auctions. Online auctions are just off-site auctions held in a virtual venue.

Auction marketers should be covering all of the offline and online bases that their budgets can afford—for every auction, regardless of bidding platform or location.

So, then the question becomes, "Where do I advertise any auction?" The answer to that question is, again, another question, "From which media are your current bidders hearing about your auctions?" If an auctioneer can't answer that, they're losing market share to auction marketers who can.

The best way to know this answer is to query bidders at auctions. At an on-site auction, it might be a clerk verbally asking those in the registration line; or it might be written on the back of free entry tickets at a small raffle prior to the start of bidding. For online auctions, it can be a set of multiple-choice toggles on the registration form.

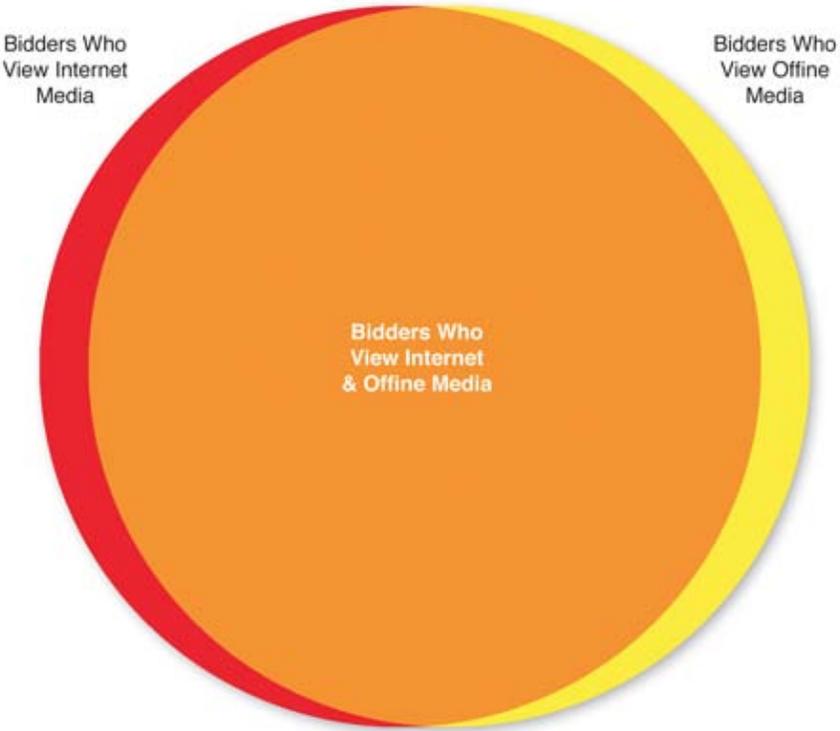
Warning: polling results will most likely surprise you. Also, expect the results to vary from location to location, from asset type to asset type, and even from one time of the year to another. That's why it's



MSAASUPPLEMENT

November 2013 | Issue 62





important to poll every auction and not make media purchasing decisions based on only a few polls.

This polling data, when stored and categorized, becomes a powerful tool at future seller presentations. How much do you think it will impress a prospective seller to see a chart or spreadsheet and read, "Over the past 12 months, our online bidders for [type of asset] in [geographic area] have heard about our auctions primarily from these three media. Over that same time frame, our on-site

bidders have come from these three media outlets." ?

It wouldn't surprise me if those top three media were the same for both auction types. Even if not, you'll be able to answer the question many auctioneers—including some of your competitors—cannot: "Where do you advertise an online-only auction?"

This material first appeared in the September, 2013 edition of Auctioneer, the official publication of the National Auctioneer Association, and was approved for reprint.



Top-Notch Education

2014 Conference and Show Schedule

1.9.14 Thursday

- 7:30 a.m.–5:00 p.m. Registration
- 8:00 a.m.–3:00 p.m. Vendor Setup
- 8:00 a.m.–5:00 p.m. Real Estate Continuing Education
- 3:00 p.m.–5:00 p.m. Contest Item Check-In
- 5:00 p.m.–5:30 p.m. Contestant Rules Meeting
- 6:00 p.m.–9:00 p.m. MN State Champion Auctioneer Contest
- 9:00 p.m.–Midnight Champion Auctioneer Reception

1.10.14 Friday

- 8:00 a.m.–9:00 a.m. Breakfast
- 8:00 a.m.–9:00 a.m. Marketing Contest Check-In
- 8:30 a.m.–3:00 p.m. Registration
- 9:00 a.m.–10:00 a.m. Still Standing
SSG John Kriesel
- 10:15 a.m.–11:15 a.m. Steve Proffitt - Vice President of Legal Affairs &
General Counsel for J.P. King Auction Company
- 12:00 p.m.–1:00 p.m. Lunch
- 12:30 p.m.–2:00 p.m. Fun Auction item Check-In
- 1:00 p.m.–2:30 p.m. Death of a Benefit Auctioneer
Kathy Kingston
- 1:00 p.m.–2:30 p.m. The Art and Science of
Working the Auction Ring
Sam Grasso
- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews
- 2:45 p.m.–4:15 p.m. Steve Proffitt

- 2:45 p.m.–4:15 p.m. Fran Murnane - Event Planner
- 3:00 p.m.–4:00 p.m. Auxiliary Town Hall Meeting
- 4:30 p.m.–5:30 p.m. Social
- 5:30 p.m.–6:30 p.m. Awards Banquet
- 5:30 p.m.–6:30 p.m. Junior Auctioneer Dinner
- 6:30 p.m.–7:00 p.m. Junior Auctioneer Showcase
- 7:00 p.m.–9:30 p.m. Fun Auction

1.11.14 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
- 8:45 a.m.–10:15 a.m. Technology Update
Andy Imholte & John Schultz
- 9:00 a.m.–11:00 a.m. Family Fun & Vendor Fair - Auxiliary
- 10:30 a.m.–12:00 p.m. Online Auction Panel – discussion, questions, etc.
- 12:00 p.m.–1:00 p.m. Recognition Luncheon
- 1:15 p.m.–3:15 p.m. MSAA Bi-Annual / MSAF Board Meeting
- 1:15 p.m.–3:15 p.m. Auxiliary Annual Meeting
- 3:30 p.m.–4:30 p.m. Women in the Auction Business –
Reception & Networking
- 6:00 p.m.–8:00 p.m. President's Banquet
- 8:00 p.m.–10:00 p.m. Hall of Fame Reception
- 8:00 p.m.–Midnight Live Music



Negotiation Tip:

It's the Details: Part 2

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



Short, concise, effective, and easy to apply! That's my best explanation of the "Details" of negotiating that I'm continuing here in Part 2.

1. Where to sit?

If you're negotiating against two people, sit so you can watch them both. You might have to 'sell' this arrangement, which isn't that difficult. Simply indicate that you have things (exhibits, figures, etc.) to show them and you only have one copy.

If you are negotiating with a partner, against an opponent or opponents, sit apart from your partner. This allows you to speak with two separate voices and prevents them from "reading" both of you at the same time.

2. Negotiating Groups?

If you're a member of the larger group, stay together. It tends to add power. If you're a member of the smaller group, intermingle with the larger group. That tends to diffuse their power.

If your small team is presenting to a large group, such as

board members or a task force, prearrange the strategy that your team will split up, assume stations around the room, even if some have to stand. Doing so removes the "us vs. them" posture that can establish barriers.

3. Physical Signals?

If you're like me you are captivated by body language and what they convey, but I can never keep them all straight. Just master a few critical ones and make them work for you. Such as:

- A tug of the ear, typically means "I want to hear more."
- Scratching one's head typically means "I'm uncomfortable with how this discussion is going."
- Steepling of one's fingers typically means, "I'm feeling really confident, maybe superior."
- Hand on back on neck typically means, "I'm annoyed."

Good negotiators attend to the details. KEEP Negotiating.



MSAA Membership Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to The Minnesota Auctioneer, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

Annual Dues Only \$100

(Include dues check for \$100 in envelope with this application.)

- New Membership
- Membership Renewal
- Membership Reinstatement

Name: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

County: _____ MN License Number: _____

Email: _____

Work Phone: _____

Home Phone: _____

Cell Phone: _____

Signature of Applicant: _____

Auxiliary Dues - \$5.00

Spouse Name: _____

Spouse Email Address: _____

Membership is from January 1 to December 31. Members who join after October 1 will receive membership for the remainder of the current year and the entire following year. All members are expected to act in a professional manner and conduct an ethical business.

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out then print a copy and attach any extra requirements.

Return with payment to:

Minnesota State Auctioneers Association
c/o Frank Imholte, Executive Vice President
8160 County Road 138, St. Cloud, MN 56301



MSAASUPPLEMENT

November 2013 | Issue 62



MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award. Mail nomination to:

Lowell Gilbertson, Hall of Fame Committee.

Name of Nominee: _____

Residence Address: _____

Phone: _____

Business Information:

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

Phone: _____

Personal and Family Information:

Name of Spouse: _____

Does spouse participate in the Auction profession? Yes No

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? Yes No

Give names and ages of children: _____

General Professional Information:

How long has the Nominee been involved in the auction business?

What percentage of the Nominee's time is actively spent in the auction business?

How long has the Nominee been a member of the MSAA?

Has the Nominee specialized in any particular field of Auctioneering?

List educational background of the Nominee. (Include offices held, current and past):

1) _____

2) _____

3) _____

List regular auctions conducted, if any, and/or special individual auctions conducted which have brought attention and credit to the profession of auctioneering.

1) _____

2) _____

List at least three individuals who have worked with the Nominee or who have knowledge of the Nominee's worthiness of being considered for this award, whom the Hall of Fame Committee may contact:

1) _____

2) _____

3) _____

Previous recipients of the MSAA Hall of Fame Award have established some general qualifications which they feel each Nominee should possess or have shown. Please reflect your personal assessment of the Nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, AND MASS CONTRIBUTIONS TO THE AUCTION PROFESSION.

Narration: (Attach separate sheet.)

Submitted by: _____

Address: _____

Phone: _____

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Lowell Gilbertson, MSAA Hall of Fame Committee
2661 Oak Hills Dr. SW, Rochester, MN 55902



MSAA Auxiliary Hall of Fame Nomination

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA (or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

Please include as much detail as possible on all areas. Nominations must be postmarked no later than August 1 of the year preceding the presentation of the Hall of Fame Award.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972



Annual Scholarship Application

Scholarships for \$1200 each (subject to change) from the
MSAA and MSAA Auxiliary

Deadline: November 1, 2013

Date: _____

Name _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

Child Grandchild Niece Nephew Auctioneer Spouse

An Active Member means he/she should attend MSAA Conventions on a regular basis and be interested/involved in promoting the MSAA/Auxiliary auction profession. Must be a member of the MSAA or Auxiliary for three consecutive years.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please reapply.

High School Graduated from: _____ Year: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Scholastic Information – GPA: _____

(If senior in high school or current college full-time student. Need not be official.)

2. Honors or Community Involvement:

(List any or all school, community, club, sports and academic activities)

a) _____

b) _____

c) _____

d) _____

e) _____

3. ESSAY: Be unique and creative! Please state what you've learned from your experience in the auction profession and/or what you would do with the scholarship funds. The essay needs to be completed without including any names or business names that would identify the applicant or their active MSAA member. **(This is important because the Scholarship Committee is presented the essay with this information removed so the identity of the applicant is not revealed to them. The Committee is judging the content of the essay while avoiding any prejudice by the inclusion of names.)** Please complete on a separate page, sign and ATTACH ESSAY TO THIS APPLICATION FORM.

4. Please attach a copy of the letter of acceptance or proof of enrollment in your school of higher education.

5. Current letter of recommendation is required for ALL scholarship applicants.

Absolute Deadline – Must be postmarked by November 1, 2013

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Saturday evening President's Banquet at the annual Minnesota State Auctioneers Association Conference and Show.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main St., Belle Plaine, MN 56011

Scholarship Committee: Peg Imholte (chair), Holly Hotovec, and LuAnn Finnilla



MSAASUPPLEMENT

November 2013 | Issue 62

