

MSAASUPPLEMENT

2017 Conference & Show
January 19–21, 2017
Minneapolis, MN



MSAASUPPLEMENT

November 2016 | Issue 98



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.

Contents

4 TOP-NOTCH EDUCATION

2017 Conference and Show Schedule

5 WHO GETS THE CREDIT?

Time to be Thankful

Vince Bachmann

6 THE VALLEY OF THE SHADOW OF DEATH

Avoid the Uphill Sales Pitch

Scott King

8 KEEP UP THE GOOD WORK

Kevin Swanson

9 NEGOTIATING TIP:



Negotiating Mistakes Part 2

John Hamilton, DREI



MCAA Board of Directors

OFFICERS

Greg Christian, President 
 Vince Bachmann, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Matthew Schultz, Immediate Past President 

DIRECTORS

Terms Expiring 2017

Scott Gillespie 
 Jeremy Schafer 
 Bridget Siler 

Terms Expiring 2018




Kevin Swanson 
 Dave Thompson 
 Lee Ann Vande Kamp 

Terms Expiring 2019

Kristine Fladeboe Duinick 
 Larry Mages 
 Paul McCartan 

MCAA Supplement | Publication Staff

EDITORIAL BOARD

Greg Christian 
 Frank Imholte 
 Vince Bachmann 

DESIGN

Rock on Design 

Announcements

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

FOLLOW ME ON 

 Find us on Facebook



MCAASUPPLEMENT

November 2016 | Issue 98



Top-Notch Education

2017 Conference and Show Schedule

1.19.17 Thursday

- 8:00 a.m.–3:00 p.m. Vendor Set-up
 8:00 a.m.–5:00 p.m. Registration
 8:00 a.m.–5:00 p.m. **Real Estate Continuing Education**
 Mike Brennan
 12:00 p.m.–3:00 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 Auctioneer Champion & Rookie Contest
 9:00 p.m.–Midnight Champion Auctioneer Reception

1.20.17 Friday

- 8:00 a.m.–9:00 a.m. Breakfast–Atrium
 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.–9:15 a.m. Opening Ceremony
 9:15 a.m.–11:00 am **Keynote**
 Margi Simmons Brave New Workshop
 11:00 a.m.–11:45 a.m. **Fast Talking Podcast LIVE**
 Andy Imholte
 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. **Lessons from Granddad**
 Scott King
 1:00 p.m.–2:30 p.m. **Business Succession**
 Jim Fahey
 1:15 p.m.–2:45 p.m. **Auxiliary Sponsored Canvas Painting**
 additional fee
 2:45 p.m.–4:15 p.m. Nomination Committee Interviews

- 3:00 p.m.–4:30 p.m. **Ag Panel**
 Larry Mages
 3:00 p.m.–4:30 p.m. **Collecting the Civil War!**
 Steve Osman
 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

1.21.17 Saturday

- 6:00 a.m.–7:00 a.m. **Going, Going, Strong**
 Julie Hanson
 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
 8:30 a.m.–10:00 a.m. **Selling the Non-Distressed Seller**
 Scott King
 8:30 a.m.–10:00 a.m. **Seasoned Auctioneers**
 Scott Gillespie
 9:00 a.m.–11:30 a.m. Vendor Fair
 9:30 a.m.–11:00 a.m. Mixed Nuts–Family-Friendly Show
 10:30 a.m.–12:00 p.m. **Booking Auctions**
 Paul McCartan
 10:30 a.m.–12:00 p.m. **No Holes Left on Your Belt Buckle?**
 Julie Hansen
 12:00 p.m.–1:00 p.m. Recognition Luncheon
 1:30 p.m.–3:30 p.m. MSAA Bi-Annual/MSAF Board Meeting
 1:30 p.m.–3:30 p.m. Auxiliary Annual Meeting
 5:00 p.m.–6:00 p.m. Social - Atrium
 6:00 p.m.–8:00 p.m. President's Banquet
 8:00 p.m.–10:00 p.m. Hall of Fame Reception
 8:30 p.m.–9:30 p.m. Auction Professionals Have Talent Contest
 9:30 p.m.–Midnight Live Music



Who Gets the Credit?

Time to be Thankful



Vince Bachmann

Vice President, MSAA

Contact 

Greetings from the Vice President! Can you believe that 2016 is almost over? I hope everyone has had a successful year in the auction business. Many of you know that I like to hunt - or should I say love to hunt. There is much more to hunting than sitting in a stand in the woods or on the edge of a field waiting for that moment when something comes into your gun site.

I was out sitting one day in October thinking of the past years of being in the auction business and reflecting on all of the upcoming election chaos and the bickering. I'm not going to make this political, but everyone wants credit for doing nothing. Do you know how much can get done if you don't care who gets the credit? That stands true for our country and the auction business.

From the first contact to the settlement of an auction there are many things that need to take place in a timely manner. If something does not get done when it should, it can - or could be - a disaster no matter who does it. If you can imagine just one small thing not done right, think of the effect it would have on that auction.

Having the opportunity to work with many auction companies over the past 36 years, I have to say that auctioneers are doers and many

have people helping out that could be classified the same way. It is uplifting to see workers do their job without ever thinking about how good they did, or the effect it might have if they didn't put that extra effort into the job. Pat that person on the back instead of trying to take the credit. It will come back tenfold.

So, the next time you notice someone in your company has gone above and beyond, tell that person 'thanks' or 'great job!' You will make their day and you will have a job well done. Give credit where it's due and it will make your business or job a lot more gratifying.

I hope that everyone reading this gets what is in your site, whether it is in the woods, at your stand, or at your business, remember: get it done. And take time to say thanks.

Hope to see you at the Conference and Show in January.



MSAASUPPLEMENT

November 2016 | Issue 98



The Valley of the Shadow of Death

Avoid the Uphill Sales Pitch

Scott King

Tranzon

Contact 



Walking a potential auction client through the Valley of the Shadow of Death is what we call getting a property owner ready to sell, but did you know too many auction sales people start right there. There may be a time to get the seller right, but it isn't when you are trying to get them comfortable with the auction method. Life is balance, and so is signing up quality auctions. Sure, we want clients who are ready and who will sell, but there is a time and place for everything and beating them up on price at the same time you're trying to help them see an auction will meet their needs, isn't the time.

Over the years, I've talked to many an auctioneer who brags about how they "get right to the heart of the matter" in an effort to not waste their time; and believe me, as a guy who has been in the field selling auctions as my primary source of income now for 33 years, I get it. I also understand the need to qualify our prospects. But do you know what your first objective is in the early stages of relating with a new prospect? It's to get them to trust you and like you. I'm talking about individuals who own property - not institutional-type sellers. Getting them to feel you understand their needs and their situation is the best way to accomplish this. Telling the client, in so many words, their property won't bring what they want isn't the way to get them comfortable either. No, they must believe the auction method works as this is the other important step in the sales cycle. Auction prospects want and need hope to feel good about the decision to accomplish their goal of selling.

These prospects must feel you understand their situation and needs, and are not simply trying to sell them. That is the key to getting them comfortable with you as a salesperson, your firm, and that the auction method is proven and

reliable. This is the firm foundation from which to build upon. And getting into advanced concepts of what it will bring or even an absolute auction prematurely will more often than not kill the deal, when, if that prospect had been handled differently, they may well have turned into a good seller. Understand that prospects who have never used the auction method before are scared. Scared it won't work. Scared no one will show up. Scared it will bring a ridiculous price. Understand too, oftentimes everyone around this prospect has or will tell them they are crazy to use an auction. In sales training we use the concept called "Shelving." That simply means asking the person permission to postpone a given topic in order to communicate other needed topics or ask other questions first. And getting too deep into the expectations of the prospect and absolute auctions are two areas that commonly needed shelving until later in that meeting or until you learn other info to help counsel that prospect.

I can hear you now hollering at me that you must learn early on what the prospect's expectations are so you can determine if you want the sale, but I contend getting into this



MSAASUPPLEMENT

November 2016 | Issue 98



too early will interfere with you being able to help that prospect and understand what is driving their need/reason for selling.

What do I mean by that? Well, allow me to ask, "If you've measured their motivation, do their price expectations early on really matter?" I ask this at the risk of sounding like an irresponsible salesperson. Here's the deal: Measuring their motivation is tremendously more important than arguing over their price expectations or trying to "get them right" before they've even decided if they want to have an auction. The time to get them right is once you've obtained true market feedback, which is often after the property preview period and bidders have completed their due diligence on the property, and our job is to unearth this info from these prospects. Then, and only then, is the time to

have that heart to heart with your client. I'm into qualifying prospects and asking questions at the right time about their level of debt and other factors that can impair their ability to sell, but assuming they meet the basic qualifications. Then it's your job to get them comfortable with the idea that an auction works and based upon what you learned as you counseled them, is the best course of action considering the alternatives, i.e., the ordinary sales method.

If an auction prospect is properly motivated then he/she is very likely to adjust their expectations in order to accomplish their overall goal, and that was to get the property sold for the most the market will bear, which was the reason they told you why they wanted to sell to begin with.

Franky, I don't get into price discussions because I don't know what the market will bear and it doesn't matter anyway. And here's why: If the price realized (sales price) is the most important consideration for a prospect to use the auction method, and you feel yourself having to attempt to convince the prospect it will likely bring that price, and that price is more important to him than accomplishing his stated reason for selling, then pass. But don't make a practice of making them walk through the Valley of the Shadow of Death when in the end they'll adjust their expectations anyway.

Our goal in signing up quality auctions that sell is to measure the prospect's motivation, not to change their price expectation. Now, granted if the prospect is overly price-sensitive you don't want them, but you can discover this by asking good questions and

simply listening. Listen to what they say and how they say it, and then you can determine if they have decided to sell (what I call "the business decision to sale") or simply think they want to, and there is a difference. Ask them, "Have you made the decision to sell?" See how they answer that question. If they say "yes," then your job is to walk them through the options they can use and see based on their goals which one fits their needs the best. But I will tell you this: if they have any significant value to TIME, then the ordinary sales method of listing their real estate with an agent and sitting there won't get the job done.

You will leave a lot of commission dollars on the table if you make a habit of walking them through the Valley of the Shadow of Death purely in an effort to force them to cry uncle on their expectations before you'll even sign them up.



Keep Up the Good Work

Kevin Swanson

Director, MSAA

Contact 



At our last two auctions, one of our usual auctioneers had conflicts and could not be there. We made some calls and were able to talk two different auctioneers into helping out, both of them very experienced. We had a blast working with them, and hearing some new jokes was an added benefit. I'm sure we will ask them back, and hopefully they will agree to make the trek to Ivanhoe again in the future. So to them I want to say 'thanks guys, keep up the good work.'

After our last auction, one of the ladies who helps set up our auctions left for Arizona for the winter. We will really miss her. Before she left, she told us we should keep up the good work! We will try to do that, and we will also try to get to Arizona to visit her this winter.

Early this fall we went to clean out a house and take the personal property to our auction building. As we loaded the trailer, I was talking to the owner's son about how the auction process works. Of course, he had some concerns about his mother's sale. As they were leaving, his mother said thank you guys, and keep up the good work. And that's exactly what we did as we boxed,

sorted, listed, photographed, advertised, and sold her items at auction.

As I check out your auctions on the auction websites and in newspapers and periodicals, I see that you are all working very hard—so keep up the good work! And to that end, be sure you register for the upcoming Conference and Show. It's always a great opportunity to network and visit with other auctioneers, attend some inspiring and educational sessions, check out the vendors, gather new ideas, and socialize with old and new friends!

Enjoy time with your families this holiday season, and we'll see you in January.



MSAA SUPPLEMENT

November 2016 | Issue 98



Negotiating Tip: Negotiating Mistakes Part 2



John Hamilton, DREI
www.GoodNegotiator.com
Contact 

Last month we began a list of mistakes negotiators are prone to make. Below is a continuation of that list:

Mistake 5: Loss of Temper

Short fuse people make lousy negotiators. If you are typically quick to fly off the handle, compensate and inject control. Don't hesitate to take a break in the bargaining. Feign the need to check a reference, make a call, or quietly pause to gather one's thoughts. It allows you to maintain control and can really unnerve one's opponent.

Mistake 6: Talking Too Much

A closed mouth gathers no foot. Silence is a symbol of power. It's impossible to listen when we're talking. Ask questions and ask follow-up questions and listen. Your opponent will likely trip up and share a vulnerability they hadn't planned for you to know.

Mistake 7: Arguing Instead of Influencing

There comes a time when your argument just isn't persuasive. Read your opponent and when you see their body language/ facial expression telling you that

you're coming on too strong, stop and change tactics. Remember the phrase...influence strategies. Arguing causes others to firm up their positions. Influencing allows them to consider other options.

Mistake 8: Ignoring Conflict

"Can't we all just get along?" Actually, no. Conflicts arise. It's okay to have them, but don't let them stall the bargaining. Conflicts are nothing more than opposing positions. Don't take them personally and instead allow the energy they spawn to begin the give and take of constructive negotiations.

Let's face it, we learn more from our mistakes than from our successes. That certainly applies in our negotiating opportunities, too. These mistakes only scratch the surface of errors common to negotiators, but they can launch a constructive process of becoming a good negotiator.

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 2016 | Issue 98



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:

Frank Imholte, MSAA
8160 Co Rd 138, St Cloud, MN 56301



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 \$1500 each (subject to change) from the
MSAA and MSAA Auxiliary
Deadline: November 1**

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 Conferences/ Meetings 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 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

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:

Sara Fahey, Committee Chairperson
661 E. Forest St. Belle Plaine, MN 56011, 952-873-2682

Scholarship Committee: Conny Rime (chair), LuAnna Finnilla, Anita Aasness



MSAASUPPLEMENT

November 2016 | Issue 98



Rick Berens Scholarship Application

Funds available will be determined from the proceeds of the Rick Berens Scholarship Fund.

Deadline: November 1

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
 Employee

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 (3) consecutive years.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please re-apply. If no qualified recipients apply, there will not be a Rick Berens Scholarship award that year.

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Complete and attach the Official Applicant Form.
2. Submit 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. Please complete on separate page, sign, and ATTACH ESSAY TO THIS APPLICATION FORM.
3. Attach a letter of recommendation from a current, active MSAA member. This is required for ALL scholarship applicants.
4. Use this scholarship toward tuition at an auction school.

Absolute Deadline – Must be postmarked by November 1

Relative of winner will be notified before the annual convention. Winner and MSAA/Auxiliary member are encouraged to attend the Saturday Night 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:

Rick Berens Scholarship
 c/o Sara Fahey
 661 E. Forest Street
 Belle Plaine, MN 56011

Scholarship Committee: Renee Berens and Anita Aasness



MSAASUPPLEMENT

November 2016 | Issue 98

