

MSAA SUPPLEMENT



Effective Communication pg 5



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September 2015 | Issue 84



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.

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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

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The Good, the Bad, and the Ugly

A Labor of Love



Col. Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Contact 

The last 20 years or so we have had an auction on Labor Day. It is one of my favorite days for an auction every year. This year was no different, except for a couple of new twists which made my enjoyment of the day even better.

The good, the bad, and the ugly.

Let's start with the good, which was actually great. We were blessed with perfect weather on Labor Day because Sunday was a cooker and humidity was high. The rain on Sunday night and drop in temp and humidity really helped with our Labor Day crowds. We saw one of our largest crowds to-date including some brand new faces, along with our regulars. We all need to get more younger folks to attend as we tend to do auctions for our older bidders.

Another 'good' was placing our dump trailer in the yard for folks to discard unwanted items. The yard was very clean afterwards. Next year we may charge for dumpster diving after the auction because it was great.

Our final 'good' was a change in commission to parallel what Wayne Pike and Tom Lampi did years ago. Both Andy and Katie have told me to do it and I was worried we would not get enough to sell. With a minimum of ten dollars per lot or more the seller will get paid. Andy said the buyers won't care; however, I explained it as if we were selling their items and they kind

of understood. We had a 15 hour auction and made some money.

The bad was a group of statues we had to resell because the buyer did not have the money to pay for them. We did have a collection of couches, arm chairs, and entertainment centers remaining after the auction. It usually takes three days to clean up those remaining items.

The ugly was dumping the restrooms after the auction. Even though my grandson Matthew wants to do it, there is no joy in unclogging the comfort stations.

All in all, it was a great day because we have a great team and many friends that help when needed. Our son Michael was able to do some auctioneering and he has developed a totally different style from Andy, Katie, and Joe. The greatest praise goes out to my wife Peggy who greeted everyone with a smile and made the books balance. Even though she never grew up wanting to be a cashier at an auction, she is great at it. If you see her, tell her Frank appreciates her and hopes she never retires.

Enjoy the fall; it seems to be arriving early so enjoy the best fall auction season ever.



The Importance of Effective Communication in the Workplace

Overcoming Six Common Barriers

Shelly Weinzetl

Director, MSA
Keller Williams – Alliance Auctions

Contact 



It doesn't matter whether you rely primarily on interpersonal communication, email, written copy, or some other form of messaging to connect with coworkers, employees, and customers. Communication is key! Below I have outlined the Six Common Barriers to Effective Communication:

Speaking in Unclear Terms:

One of the biggest mistakes we make when communicating with others is talking through our own perception and understanding. Don't assume your team always understands your intention and meaning. Be sure to set up the scenario, provide useful background information, and recap your intentions and/or expectations.

Responding Emotionally:

Ever heard the advice, "think before you speak" or in today's world it's more of, "think before you hit send?" Whether you're texting or emailing (and this applies to both your professional and personal life), it's always a good idea to take a step back when you could be reacting to something rather than responding. If an interaction, issue, or occurrence has ruffled your feathers a bit, take a half hour to let off some steam before blurting out something you'll regret.

Communicating via Email about Important Issues:

When a decision needs to be made, a deadline needs to be met, or an issue needs to be resolved, I probably don't have to tell you that email is not the ideal way to

communicate. The absence of audible and visual cues like tone, inflection, and body language can lead to misunderstandings which eventually become problematic. When expectations aren't clear, people tend to jump to conclusions. So pick up the phone or stop by someone's desk if you have a pressing need to communicate on an important topic. Then follow up with an email to recap and document the conversation and expectations, if necessary. In the auction business it seems we have many "pressing moments" with all the deadlines we need to meet and timely tasks.

Lack of Eye Contact:

When you get the chance to converse with or present to someone in person, maintain eye contact as much as possible. In a one-on-one conversation, your team members will think you're distracted and disinterested if you don't look up from what you're doing. Much gets lost in translation without eye contact, and valuable opportunities for positive connection are missed. In a situation where you're presenting, do your best to come prepared with an outline of what you're going to





say and try not to read directly from notes or slides. Look around the room and shift your attention from person to person. Try and engage everyone at your sales meetings.

Nerves:

The idea of public speaking, or even communicating to a small group, makes a lot of people very anxious (except for most auctioneers, obviously). Be thoughtful of your team members. They may have important questions or ideas they want to discuss. Give them your devoted attention as well.

Distractions:

Another common barrier to effective communication is distraction. In a time when multi-tasking and hyper-connectedness are at an all-time high, it can be really difficult to get the attention you deserve when trying to relay an important message. On the other hand, it can also be hard to consciously avoid distractions when giving your attention to someone else (or even the task in front of you). It stinks when we feel like we're not being paid attention to. Don't make the people you work with feel that way. We all know everyone's time is

valuable, and as such, it should be respected. So, when you're talking to someone, whether over the phone or face-to-face (especially if you're in a meeting), do everyone a favor, including yourself: Silence your phone and close your email application so that your attention and focus are on the task at hand and the people who are vying for your time.

As professionals, if we aren't constantly improving we're declining. By refining your communication skills, you'll gain the respect of your coworkers, be viewed as a trustworthy, no-nonsense individual with whom people like to interact, and you'll notice that things start going a lot more smoothly.

Some rules of thumb for ensuring you're always taking measures to effectively communicate include being an active listener, asking for clarification when you don't understand, thinking before you respond, and offering/requesting feedback. In today's environment, sometimes we have to press the reset button and revert to manual tune ups when things start getting too automatic, but it pays off.





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The Biggest Challenge of Variable Data Marketing

Giving People What They Want

Ryan George

Biplane Productions

Contact 



Variable data is the future of direct mail. For precision postcard and catalog marketers, it's actually the present.

If you're not familiar with the technology, you need to be—even if you don't have a use for it yet. Basically, documents are designed with different versions for different audiences. You can alternate different pictures, text, or entire panels of the printed piece. A high-speed digital press prints each piece according to indicators in your mailing list.

If you've got an auction with farm equipment and yellow iron, you can have one portion of your mailing list receive a postcard with different images and headlines on one side and both asset categories on the back. If you've got a business liquidation of real estate and personal property, you can emphasize the respective asset categories to different prospects on the first impression panels and show both together on the inside of the brochure. If you're selling a portfolio of investment properties, you can have the property on the mailer panel be the one geographically closest to the recipient. That property's advertising can be large, while the others are smaller.

The primary benefit of variable data is that you can target while also cross-marketing different types of assets. You can appeal to a buyer's primary need or want and then fish for potential crossover purchases.

When I talk about this technology to auction marketers, we always get to the big sticking point. The primary obstacle for auctioneers implementing this direct mail tool is data. See, the process only works if you have segmented mailing lists.

If you sell real estate, do you have separate lists for each real estate category you sell?

If you sell yellow iron, do you keep track of who bought trucks or trailers but not skid steers?

When people sign up for your email or direct mail lists, do they have the option to select specific asset categories or just general ones? Or worse yet: a single "get auction updates" list?

If you've not been segmenting, start now. Other marketers have a head start on you. Other auction companies have already been using this tool for years. Start gathering



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data now so that you'll be more competitive a year from now and have more marketing choices.

In the meantime, you can still use this technology with purchased mailing lists. For instance, if you have a property that's good for farming and hunting, both of those buyer segments are publicly available. I can pull people with a hunting license or with a minimum number of acres owned or with a tax filing as a farm. For some of those lists, my broker can even sort the results by income, gender, age, and other demographic filters.

Also, you can do this with your Facebook advertising. It's easy to create different promoted posts or

ads aimed at different audiences. If you're still using newsprint, you can run different ads in different classified categories or newspaper sections. Billboards and signs can be designed differently and placed in different locations to attract more than one buyer base.

The key is to make your advertising as attractive as possible to as many different people as possible. The best way to do that is to create different versions of your media, where possible, so that interested buyers see only (or predominantly) what they want.



Negotiating Tip: What Would Work?

John Hamilton, DREI
www.GoodNegotiator.com
Contact 



There are times, even critical times, when we are just at a loss for words.

We know our objective, we know we're talking to the right person, but still the words aren't there. Some people shy away from 'borrowing' words or phrases from others. I'm not one of them. If someone else knows what to say to get me where I want to go, I'm all ears.

If you've ever joined me in one of my seminars, you know that I love 'words that work.' Selected and often borrowed expressions that

are pure power. They just come out easy and work wonders.

So here you are, bantering with a salesman about an item or service you want to purchase. You're doing your best to avoid making it hostile or contentious, but you want them to move off their current price position and give you 'just a little better deal.'

Truth be told, you could live with their current terms, but as a negotiating junkie, you just want to wring a few more dollars in your favor.

Might I suggest a phrase that might tip the balance in your favor? You establish your limit (bracket or anchor) and ask them to pick the 'good deal' terms for them and probably you. It sounds like this:

- "Fred, I appreciate the courtesy you've shown me and know I'd like to get together on a price."
- "I might be able to move a little closer to where you are, but candidly, not very much. This has to work for both of us."
- "Help me out here, **what would work for you?**"

Recognize that saying it that way makes a number of items very clear:

- First, you can make a concession, but only a minor one.
- Second, for the sake of fairness, this deal has to make sense to us both.
- Third, you politely ask for assistance, a courtesy... some help.
- And fourth, the clincher, **you ask them to set the terms that work for them.**

Trust me, people would be hard-pressed to not make a concession and a win-win counter. What makes it work? You insisted that they pick a winner for themselves. The risk of loss and the risk of being discourteous to someone who 'asked nicely' adds another layer of pressure.

Go for that little bit extra, even after you're comfortable with the deal. Ask them 'what might work for you?' (P.S. if they still won't better their price, ask for something else to be 'thrown in' or be prepared to walk away.)

Letting others pick a winning result for you is wonderful when we 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



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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 \$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



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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



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