

Coaching your seller

Hello! I hope everyone is having a wonderful auction season. It was great to see everyone who attended the summer picnic. Thank you, Frank and Peg Imholte, for hosting. I would like to talk about auctions and coaching your seller. Like many of you, it seems like we auctioneers are the quarterback of their team. All sellers have a lot of ideas, but some of them hurt their sale more than improve the sale. I think it is a good idea to make sure you know the seller's end game. You have to think as a buyer and seller. Some sellers have a little bit of everything on their auctions, like tools, antiques, cars, pickups, and machinery, which is great. It all seems to work however it is done. When you get a seller that just has one particular thing, it seems like that is what your buyers show up for. In this case, I think it is wise to coach your seller on what they want to sell. Most sellers think they have to sell something for everyone. I truly think they can wreck their own auction with too many miscellaneous items that don't add up to much. Yes, they want to sell the items too, but if you coach them through the whole process and have fewer of those kinds of items on their auction, the auction will profit more and be faster in the end. It may be a slippery slope at times however, with a little guidance, your seller will understand in the end. At the end of the day, I believe they are hiring us as auctioneers to market their items. Most sellers will listen to you and your thoughts about their auction. I have heard a million times from the seller. "How should we sell this?" After giving my advice, they say, "Well, whatever makes the most money." If you have any questions about this topic feel free to give me a call. I would like to end with some fun facts about auction.

Here are some interesting facts about auctions

- The word "auction" derives from the Latin word "auctus," which means "increasing."
- Rome was the first nation to license auctioneers.
- The Holy Roman Emperor, Marcus Aurelius sold family estates and war plunder at auction.
- The entire Roman Empire was once put up for auction.
- Auctions were recorded as early as 500 BC.
- Auctions were once timed by a candle pinned to a wall.
- An Australian man once tried to sell New Zealand.
- The gavel used to be a spear.

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