

State Auctioneer Association Seminar Menu

2.5-3.5 hour session

1. EARN MORE FROM BENEFIT AUCTIONS, PARTS ONE AND TWO: Earn more per client; earn more clients (4-page brief attached) *Informational/Lecture format*
2. FINDING YOUR NICHE, FINDING THE BENEFIT AUCTION CLIENTS WORKSHOP (see Part Two of the 4-page brief attached) *This session actually applies the material in a hands-on Workshop format; Laptops and Internet recommended*

1-1.5 hour session

1. HOW MUCH CAN I MAKE AS A BENEFIT AUCTIONEER?
In this interactive Workshop session, participants imagine 5-year goals and work backward to the present, actually creating a financial plan to earn more each year. Then participants determine what services or skills must be developed to meet the plan of action. Concepts apply readily to all aspects of auctioneering. Reinforces elements from Parts One and Two of the 4-page brief attached.

1 hour session

1. USING THE 12 DIFFERENCES OF BENEFIT AUCTIONS TO MAKE MORE MONEY
Delves into ways Benefit Auctions aren't like the majority of public auctions, and how to capitalize on this knowledge to offer better service to clients. (Informational/Lecture)
2. MAGIC MARKETING WORDS
A general session for all introducing the concept of client "hot buttons" (fears, needs, annoyances, hopes) and the magic words you can use in your marketing and your speech to push those hot buttons and sway clients your way! (Instructive/Lecture)
3. THE ELEVATOR SPEECH: WHAT MAKES YOU BETTER THAN THE OTHER GUY
A general hands-on Workshop session actually writing and practicing these concepts
4. REFOCUS! HOW WRITING YOUR VALUES WILL JUMP START YOUR BUSINESS
A calm, reflective Workshop aimed at getting back to the best essence of what each company can be, by putting in writing corporate values, daily mission and long-term vision of what the company strives to become.

Discounted Rates: State seminar rates for speaking are discounted as much as possible while still covering expenses. 1 hour to 1/2 day sessions reduced to \$150; Over 3.5 hours to full day reduced to \$275. Transportation (outside of Florida) and lodging (one night for 1/2 day, before and after for more than 3.5 hours of sessions) must be provided.