

FIVE STEPS TO A BETTER SILENT AUCTION

Easy changes for higher revenues



This session covered 5 basic steps for a successful silent auction. She used an analogy of a three legged chair as the basis. If one of the legs of the chair is missing, the auction will fail:

Item Acquisition –

1. Who likes to donate?
2. What items are best?
3. How do I ask?
4. Where do I get items?
5. What really sells?

Audience Development

1. Sponsorship
2. Underwriting
3. How do we get new people?
4. How do I change mindset?
5. Ticket Prices?
6. Will people come?
7. Why are they buying?

Operations

1. Registration and Checkout
2. Bid sheet preparation
3. Timeline
4. Marketing
5. Themes/décor
6. Auction Set-up
7. Technology tools, like mobile bidding

What is your Mindset? Treat your gala like a business. Treat your silent auction as a boutique

Do you believe that everything you spend takes away from the bottom line? This is not true. Some investments can add to the bottom line. Smart businesses invest for payoffs later.

www.redappleauctions.com – Free resources

Change #1 – Sound System

1. Make regular announcements
 - a. Remember Kmart's Blue Light Special? An announcement would be made and everyone would 'flock' to the blue light? You'd be really upset if you missed out!
 - b. Supermarket specials? Most people will stop their shopping to listen to what is coming over the loud speaker at the grocery

Change #2 – The right lighting

1. Think like a business – Do stores use dim lighting or bright lighting?
2. Lighting your items is critical.
3. If you have a silent auction at your gala, ensure the lighting is good for your items. No dim lights or candle light.

Change #3 – Adequate Space

1. Cheap items = casual displays
2. Pricey items = nice displays

Analogy of underwear. 5 for \$20 at Target and they are all stuffed in a bin that you must sort through. 3 for \$45 at Macy's and all are hanging on hangers, neatly organized. They may all be the same, but the perceived value is greater on the neatly displayed items....and people do buy \$20 pair of underwear!

Cramming lots of items on one table screams cheap. Spread items out on the table. You want at least 18 inches between items.

Change #4 – Use Props

You want people to experience the item, entice them to buy. Put out samples of food/baked items. Create posters/pictures if you're including trips. Dinner service set for food items.

Change #5 – Guaranteed Bid

Make it easy for guests to spend money! Provide a Guaranteed purchase section on each bid sheet. Specify the amount the shopper can purchase the item RIGHT NOW. 80% of the item value up to 200% of the value.

Why use Guaranteed Bid? Attracts bidders to let them know they can get it right now. Men Like it.

The complete silent auction resource



Get it at:
www.RedAppleAuctions.com/silent-auction-savvy/

Free procurement help



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Where to find me?



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