

Mastering the Art of Selling at Auction: A 5-Day Course

Finance, Accounting, Budgeting
Madrid (Spain)
14 - 18 Jul 2025

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Mastering the Art of Selling at Auction: A 5-Day Course

Ref: 321717_144781 **Date:** 14 - 18 Jul 2025 **Location:** Madrid (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course provides a comprehensive introduction to the world of auction sales. Participants will learn the fundamental principles of auctioneering, legal and ethical considerations, and effective strategies for successful sales. Through a combination of theoretical knowledge and practical exercises, students will develop the skills necessary to excel in the auction industry.

Learning Objectives

- Understand the history, principles, and current trends in the auction industry
- Master the techniques of effective auction chanting and communication
- Learn to appraise and market various types of auction items
- Develop strategies for successful auction planning and execution
- Gain knowledge of legal and ethical considerations in auctioneering
- Acquire practical skills for managing an auction business

Course Modules

Day 1: Introduction to Auctioneering

- History and evolution of auctions
- Types of auctions and their applications
- The role of the auctioneer
- Current trends and technologies in the auction industry

Day 2: Auction Chanting and Communication

- Developing an effective auction chant
- Voice projection and clarity
- Body language and stage presence
- Engaging with bidders and managing the auction flow

Day 3: Item Appraisal and Marketing

- Basics of item valuation and appraisal
- Researching and describing auction items
- Creating compelling lot descriptions
- Marketing strategies for auctions

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Day 4: Auction Planning and Execution

- Pre-auction preparation and setup
- Managing auction day logistics
- Strategies for maximizing bids
- Post-auction procedures and follow-up

Day 5: Legal, Ethical, and Business Considerations

- Legal requirements and regulations in auctioneering
- Ethical standards and best practices
- Financial management for auction businesses
- Building and maintaining client relationships

Practical Wins for Participants

- Develop a personalized auction chant
- Create a mock auction catalog with item descriptions
- Plan and execute a simulated auction event
- Draft a business plan for an auction company

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. In the background, there are concentric circles emanating from a point on the board.

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