

Gavel Guide

AUCTION MANAGEMENT



This guide is based on a typical dinner auction event with a silent and live auction. We highly recommend the use of a computerized system to manage the auction process, ideally using the Auctionpay system, which provides the option of advance swiping of attendees credit cards. This will greatly simplify the collections process. For more information contact your professional auction consultant.

1. Registration Area Setup
 - o Ample space at registration; Too much is never enough
 - o Bidder packets in alpha order by last name (pre-assembled);
 - o Lines broken down by last name;
 - o Front line to assist attendees; runners to handle materials;
 - o Auctionpay explained well; signage a plus;
2. Checkout Area Setup
 - o Ample space in the auction office; Too much is never enough
 - o Tables surround office with center island for computer operator;
 - o Front line tables setup to handle payment;
 - o Each station with stapler, pen(s), "Paid" stamp and paper trays;
 - o One office manager to oversee all;
 - o Separate area for manager to handle customer "problems";
 - o Front line to assist customers and remain in seats;
 - o Designated runners to handle paperwork and keep area organized;
 - o Stanchion rails to control customer flow;
 - o Dedicated (and personable) line monitor;
3. Bid sheets in item number order before provided to computer operator;
4. Invoices printed in Table Number Order and distributed during dinner;
5. Instruction sheets on invoices re. Express Paid vs. Payment Required;
6. One set of invoices maintained in Auction Office and held by Line Monitor;
7. Checkout report printed and provided to pick-up area;
8. Match both copies of any invoices to be reprinted and rip in half or strike with marker to avoid future confusion;
9. Indicate form of payment on invoices; staple credit card receipt to invoice; write bidder number on any checks collected;
10. Runner to accumulate all paid invoices into one stack;

Don't forget to thank each customer and keep smiling. Remember...

The last impression is usually a lasting impression!



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