



# Conducting Successful Auctions



*Do you have personality plus and want to use your creative talents to conduct auctions that are fun, exciting and successful?*

## Overview

This full-day workshop is designed for experienced real estate sales people to develop and improve the skills needed in conducting effective auction sales campaigns. In addition, this course provides insight into legislation and tips from award winning auction expert Piers Hodgson.

## What you will learn

By attending this workshop you will learn about:

- auction marketing campaigns that attract the right audience
- strategies to achieve best sales results
- engaging the audience and keeping them engaged
- conducting an effective auction and complying with auction legislation
- conducting auctions compliant with legislation and agency procedures
- using appropriate communication and presentation skills to engage bidders
- applying a range of strategies to achieve better auction results
- dealing with disruptions and dummy bidding
- advertising auction results in accordance with legislation.

## CPD points

On successful completion of this workshop, real estate participants will achieve 8 of the required 12 points of professional development to meet the ACT Office of Regulatory Services (ORS) conditions for the renewal of a licence or certificate of registration.

## Details

**Date:** Thursday, 21 June 2012

**Time:** 8.30am - 4.30pm

**Where:** Wisdom Learning Centre, Fairbairn ACT

**Cost:** \$560, including all materials and gourmet catering

This workshop is also available as part of our ACT CPD Package which enables participants to achieve 12 ACT CPD points. Contact us to discuss the options available.

## How to register

Register online at [www.wisdomlearning.com.au](http://www.wisdomlearning.com.au) or contact us for more details.