



MEGA EVENTS

BENEFIT AUCTION CONSULTANTS

What Is A Benefit Auctioneer Specialist?

A benefit auctioneer's job is to take an average fundraiser and turn it into an amazing, impactful, live auction event. In addition to being an auctioneer, those with BAS designation are fundraising specialists. Less than 1% of all auctioneers have this designation, that's less than 250 auctioneers in the world!

"If you are looking to exceed your fundraising goals and create awareness about your event, it is best to hire a benefit auctioneer that is not only an auctioneer and an entertainer, but also a teacher, motivational speaker, and salesman", says Michael Namoff, President and Founder of Mega Events. Hire a benefit auction specialist and you will have people talking as well as looking forward to next year's event. For about fifteen years now, Michael has headed up hundreds of auctions and has raised millions for the charities that have used his services.

Michael feels these are four of the most important characteristics to look for in a benefit auction specialist:

- 1. ENTERTAINER** - The auctioneer's attention can't just be on the 15-20 people that are bidding and buying auction items. As an entertainer it's the auctioneer's job to make sure everyone in the room feels a part of the night. By doing so, he/she will be ensuring a great reputation for your organization and it will give guests something to look forward to at your next event.
- 2. TEACHER** - The benefit auctioneer takes on the role of teacher, learning all he/she can about your organization, including your goals and missions. The benefit auctioneer then takes that knowledge and teaches the audience all they need to know to make a solid connection with your cause.
- 3. MOTIVATIONAL SPEAKER** - A benefit auctioneer's role as a motivational speaker is important because it is necessary to build up your organization in a way that empowers the audience to join in and donate more than they thought they would.
- 4. SALESMAN** - This goes hand in hand with teaching. The auctioneer needs to not only be able to inform the audience about your mission, but do so in a way that causes excitement and a desire to support your organization. He/she needs to have the skills to sell your auction items well over the actual value of the item and do so in a way that makes the buyer feel good about it.

