

## Top Ten Marketing Tips For An Auction

By Sue Wilde

1. Pick the very best llama or llamas you can. Your farm & breeding program will be judged by your entry. Submit your animals early, the auction spots fill up fast!
2. Take the best catalog picture you possibly can. You have to take many poses until the right one “clicks”. Make sure that all 4 legs are visible, the background does not detract and the llama is standing with its back straight. Send in as current a photo as possible. An adult on stage and a baby in the catalog picture is not a great match.
3. Write a descriptive and interesting annotation for the catalog. Be sure to include your phone number, email and website so that interested buyers can contact you for more information.
4. Train your llama to lead well, trailer with confidence and stand quietly. Get it accustomed to being handled so that its fiber can be evaluated and its back felt.
5. If possible, place the nicest ad you can afford in an industry related magazine that has the widest circulation. Use your best photos and include all your contact information.
6. Update your website if you have one. Provide, if possible, photos of sire & dam & siblings. Baby pictures here are great. Emphasize your llamas best selling features: bloodlines, fiber quality, show record, service sire if bred or offered with a complimentary breeding.
7. Make your booth/display at the auction attractive and inviting. Emphasis should be on your sale entrant{s} first and your farm second. Brochures, cards, treats, promotional items are great touches. A farm banner is an essential.
8. Groom your llama to show it off at its best. Keep the stall clean and provide lots of clean water and ample feed. Your llama is in a strange environment and if it is clean and comfortable it will show in a more relaxed manner.
9. Present your llama in a confident style at the “hand on” parade. Smile, you’re showing a beauty! Tell prospective buyers as much as you can about your llama during the time of your visit. Have your ten second

commercial ready! Always be complimentary when referring to other sale animals. Other breeders can be your prospective buyers. If asked what you expect your llama to sell for beware of quoting a price- it could be too high and you will discourage a buyer or be too low and you devalue your llama.

10. After the auction, regardless of how high or low your llama sold, greet your new buyer with gratitude and after sale support. Always sell your llama with a halter and lead shank that are in good condition or new. Even if the new buyer didn't pay what you were hoping for, with a positive experience with you they may shop at your farm again!

Remember: you can never figure out an auction!! The highs and lows are never predictable. Be prepared and be prepared for anything!