

May | 2021

Romans 15:13 "Now may the God of hope fill you with all joy and peace in believing, that you may abound in hope by the power of the Holy Spirit."



Visit us at booths 201 & 300!

Our booth numbers are finalized! Chat with us at booth 201 and booth 300!

The National Auctioneers Association 2021 Conference & Show is only a month and a half away registration deadlines are coming up soon. Read on for helpful registration deadlines to be sure you get the access you want!

[More Conference Information](#)

June 2, 11pm CDT (pre-registration drawing)

Register by June 2 to be entered into a drawing for the following prizes (in person and virtual):

- One registration for the 2022 Conference (includes meals)
- One registration to an NAA education event (excluding CAI). Valid August 1 – July 31, 2022.

- One-year NAA membership. Provided by the 2021 Conference exhibitors.
- One hotel room upgrade at the Hyatt Regency Minneapolis. Valid July 13 – 16, 2021.
- One \$50 hotel amenity at the Hyatt Regency Minneapolis. Valid for hotel stay of July 13 – 16, 2021

REGISTRATION



June 17 (in-person attendees only)

Register by June 17 for guaranteed access to Conference events that include meals (Welcome Party, President's Gala/HOF awards and IAC dinner). After June 17, requests are based on availability.

- Welcome Party
- President's Gala/HOF awards
- IAC Dinner

June 30 (in-person attendees only)

Register by June 30 to receive instant access to the virtual conference on opening day (July 13). After June 30, requests will be processed manually as quickly as possible. Also, after June 30, guaranteed access to the virtual conference will be on-demand, no later than three days after each session.



July 8 (virtual attendees only)

Register by July 8, virtual attendees will have immediate access to the Virtual Conference on opening day (July 13). After July 8, requests will be processed manually as quickly as possible. Also, after July 8, guaranteed access to the virtual conference will be on-demand, no later than three days after each session.





Tips for responding to bad customer reviews:

Running a business is hard work and running an auction business can be even harder work. Make it easier with these tips for responding to negative customer reviews:

- acknowledge the review and what the customer is saying - don't just immediately assume they are wrong
- admit fault (as needed) and do not deny fault
- review what cause the negative comment and make changes to ensure the same mistake doesn't happen again

[Learn More](#)

Need help with managing
customer reviews?

WE CAN DO THAT!

JUST IN CASE YOU MISSED IT!



How to Make a Mobile Friendly Website

Did you know that approximately half of your website visitors will be viewing your site on their mobile device? Having a mobile-friendly website is no longer optional! If your mobile visitors do not have a good experience, their first time, you will drive away a huge proportion of your traffic and not to mention hurt your SEO rankings in the process.

I'm sure you have heard it before, but we are saying it again: Your website needs to be mobile responsive- or aka mobile friendly!

[Read More...](#)



The Benefit of Content Creation for Your Auction Website

You may think you have a fair amount of content on your website. After all, you have a lot of lots! Your auctions are doing great even if you haven't been seeing a lot of new traffic coming in. You're getting by just fine, right? Wrong. While having a lot of lots is great, you need to take the time to focus specifically on your auction website content creation. You should be presenting your bidders with information about your company and industry in order to give them the best experience possible when visiting your site. Not to mention the fact that pages with better content tend to rank higher in the search engines.

[Read more...](#)



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