

THE FIRST SALE

Everybody has their first sale. Everybody remembers their first sale.....like it was yesterday. You remember the cause, the mission or the product you sold. You remember if it started late or on time. You remember the lighting, the soundeven in some cases the smell! Am I taking you back yet? You remember the crowd or lack there of. You remember the moment someone said, "Can you do this one?" You remember the way your heart beat and your hands got a little sweaty. You remember how your voice got tight and you just knew everyone saw you as a "first timer." But they didn't. For most of the crowd, they thought you were on the mic everyday.

You remember the ringmen you worked with and how they helped you through it. God bless the ringmen that helped us through our first sale. They are the foundation we stand on as we try out our sea legs for the first time. Many a memory comes from the auction business, but none as vivid as that first sale. You might have a real good story about your first sale. Maybe you were introduced as someone else (I was). Maybe your catalog caught on fire (mine did). Or maybe the fire alarm went off sending your whole crowd outside into the pouring rain (that was my first sale, too.)

Who was the buyer you counted on to come back in one more time? I still see that lady today. She owns a steak house and loves it when an auctioneer calls her name. I called her name during that first sale because she was the only single person I knew in the crowd. I have been calling names aloud ever since. But calling her name remains special to me. Maybe someday when I am old and gray I will go in for a steak and tell her the story about my first sale. Naaaah, not for now. I'll just keep it between you and me.

I think it's good to remember our first sale. It reminds us where we have come from and who we have become. It makes for some good round table discussion and encourages future auctioneers to know that they have some great memories to make. I hope the next time I see you that you will tell me about your first sale!