

Surplus Equipment

Do I have any to get rid of?

Let us help you Dispose of your Unused and Surplus Inventory ?



How do I do that

- How to dispose of your unused and surplus inventory has always been a hard thing to do and feel like you are getting the most for it. With the onset of the internet, it has become easier, from e-bay to numerous auction websites, there are a lot of opportunities available for you to use. Do your homework and find a website that is known for auctioning the types of items you have and has a good size bidder base and is easy to use.

Using the internet

- Currently the best way to dispose of your Unused and Surplus Inventory is to do it on the internet in the form of an Auction.
- As you know the internet's reach is huge, imagine that your local paper probably reaches a 20 mile area, the internet reaches the world. By using the internet you are potentially reaching millions of people.
- This is probably the best bang for your buck you can get, imagine your items are seen all over the world via the internet.

I've never done an auction

Is it hard to do an auction?

Does it take a lot of time?

Where do I Start?

It depends on which company you use to dispose of your inventory.

You will always have to take pictures of the inventory and write a description of the inventory.

Then depending on who you decide to use, you may just forward that information to them and they will handle everything else for you.

Some companies will require you to input the information into their software and set up and maintain the auction yourself.

Obviously this chose would require more time.

I know it might be hard to find the time to get your items listed.

We have found that using part time or student employees to take pictures and write descriptions works quite well. If you had any employees on light duty they could also handle the project.

We had one school district actually have a business class create the auction, list it and follow it through as a class project.

What can I auction?

- Really, anything you would have in your School District we can help you to dispose of.
- You would be amazed at the items that are purchased by bidders. You might think your item is junk and another person thinks it is something they can use and is worth more than you think.
- Food Service, IT Department, Maintenance, Athletic Department , Vehicles, Buses and Furniture etc.
- Remember it is better to sell something for \$ 5.00 then pay to have the item recycled or disposed of.



You can auction anything





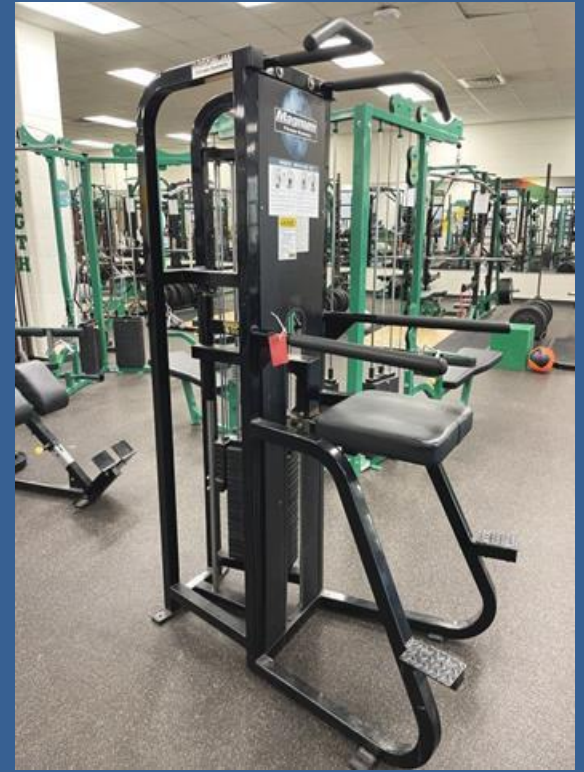


Maintenance Items



Food Service Items





Anything



Be Honest

- Always be as truthful as you can be when listing your item(s) for auction. List all the flaws, including the condition of your item(s). Even though it says
- “Sells as-is” doesn’t mean that you don’t need to list the problems with the item(s). Does it run, does it start, does it work as it should?
- Be Honest, you don’t want to be accused of not listing items correctly. Remember if you say it works, it better work when they try it or purchase it.

Pictures

- A picture is worth a thousand words. The more you take, the better the bidder will understand what your item looks like. You will find a lot of times that pictures are what sells your item(s).
- Take as many good pictures as you would like to see if you were buying the item.
- If possible take the pictures in the sunlight or if you are inside make sure there is enough light.

Notice
the
Difference



Price for my item

- With a lot of auction companies you can set a reserve price. If you have a trade-in value that is a great place to set your reserve price at, that way if the reserve isn't met you still can trade the item in.
- Remember when setting a reserve price, please be realistic. Remember if it doesn't sell, what are going to do with it.

What should you expect to do during your auction?

- You will always need to assign a contact person, this is the person with the most knowledge about your item(s) that can answer questions. Always include their email address and phone number.
- If they will be gone during the auction time make sure that someone else is available. Also make sure any employees in the area knows about the auction.

How to help your auction

- Now that your auction is starting, send out an email to all the employees and let them know the auction has started. This is free advertising. Link your website with the auction website during the auction.
- If you advertise in the local paper take out a small ad telling the interested parties the auction has started and they can bid on the items at www.wisconsinsurplus.com
- If the item is a bigger piece of equipment or vehicle, put it in the driveway and place a sign on it

Auction has ended, now what

- You will be notified that the bidder has been paid and you can release the item(s) to them. Some auction services will collect the money for you while others will have you collect the money.
- Make sure the items that were sold are still there and haven't disappeared. If they aren't there any longer notify the auction service immediately.
- Make sure that you help them load the item(s) unless you have specified there is "No Help Loading Available".

Be nice

- Remember you always want to be nice to the customer when they ask questions or are picking their purchase up. If you can't answer their question on the spot tell them you will call them back with the answer.
- The better the conversation with the bidder goes the better they will feel about their purchase.

In Conclusion

- It's amazing how much money school districts have made over the years by just auctioning items that they no longer use and have laying around the building.
- Last year we sold over \$ 41,250,000 for the sellers that use our service.
- Thank you for your time and if you have any questions feel free to ask.

