



**AUCTION ACADEMY IS...**

A continuing career training program designed for auction/remarketing personnel currently in or on a path to a leadership position.

**AUCTION ACADEMY'S SCHEDULE**

- Is a two-year commitment – students meet quarterly (8-total) at various locations around the country for 2.5 days of in-class presentations, hands-on instruction/training, auction and/or vendor site visits and networking sessions.
- In addition to in-person training, eight (8) Virtual Classrooms will be scheduled in between physical sessions for 1.5 hours.

**COURSE SEGMENTS**

Fleet Lease	Operations
Auction / Vendor Site Visits	Industry Trade Associations
Leadership / Personal Development	Marketing
Arbitration	Human Resources
Digital Sales	Dealer Sales
Industry Standards / Compliance	Workplace Culture

**COURSE HIGHLIGHTS**

Condition Report Writing	Workplace Culture – Diversity & Inclusion
NADA Training	IARA CAR Certification
Detail/Body/Mechanic Shops Management	Auction Facility & Design
Business Office Operations	Financial Analysis
OSHA	Vendor Management
Conflict Resolution	Succession Planning
Insurance	Social Media
Servant Leadership	Auctioneering
Technology	Sales Training

**SITE VISITS / FIELD TRIPS**

- Auction Promotional Events
- Auto Auction Tours
- Industry Summits/Conferences
- Key National Accounts
- Key Vendors
- Key Industry Partners
- OEM Manufacturing Plants
- Social/Networking Events
- Railway Railyard

**CERTIFICATION**

Academic sessions include reading, pre & post homework assignments and tests. Students are expected to attend all in-person and virtual sessions. Students who meet the required participation will be awarded the Auction Academy “**Certified Auction Professional**” designation.

Additional certifications include Industry partnership training with; ARA CAR Certification, NAAA Safety Training, NAAA Arbitration, and more.