



Please join AASP-MN for **Mech XChange**
Connect, Share, Learn

Thursday, October 29th
4:00 – 6:00 p.m.
Superior Service Center
3425 Washington Drive
Eagan

In this session, you'll have the opportunity to take part in two roundtable discussions:

- **Customer follow-up and retention:** Email, text or good, old-fashioned telephone? Outsource to a third party, or keep it in-house? "They" say that it costs anywhere from 5 to 30 times more to acquire a new customer than to keep an existing one. Come prepared to share your ideas and best practices for retaining customers.
- **Vehicle inspections:** Electronic, paper or other technology solutions? Learn about the various options currently available to the industry. Discuss the method and means that works best in your shop. Learn about the tried-and-true ways (as well as those tried and failed!) of other shops.

Participants will receive [very brief] updates on programs and initiatives taking place at the state and national level.

You'll also have some time to meet and visit informally with your fellow colleagues who own/work in independently-owned mechanical repair shops. This is your chance to "pick the brains" of some of the best operators in the area about an opportunity, problem or challenge you're dealing with in your shop. This will, undoubtedly, be the most valuable part of the **Mech XChange** events!

Please RSVP by October 27th: Call 612-623-1110 or email aasp@aaspmn.org.

Mech XChange is open to all owners/managers of mechanical repair shops in the area. You don't have to be an AASP-MN member to attend. So, feel free to pass this information along to a shop colleague and invite them to attend.

We look forward to seeing you at the **Mech XChange**!

Attend **Mech XChange** if you want to stay up-to-speed and offer input on local and national mechanical repair issues, events and activities.

Attend **Mech XChange** if you want to get to know, visit and share ideas with your colleagues in the industry.

Attend **Mech XChange** if you want to be on the cutting edge of what's happening in the mechanical repair industry!