

# Press Release



For Immediate Release:

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## **AASP-MN & Axalta Coating Systems to Host “Negotiation Tools & Best Practices” Seminar**

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) and Axalta Coating Systems are pleased to announce they will co-host “Negotiation Tools & Best Practices,” on Thursday, June 2, 2016. The program will take place from 10:00 a.m. – 4:00 p.m. at the Radisson Minneapolis/St. Paul North, in Roseville, Minnesota.

The seminar, presented by industry expert Mike Anderson, Collision Advice, focuses on the negotiation process between an insurer and a collision repair facility. Using real-world examples, such as extending clear beyond the natural breaking point, applying gravel guard, R & I electronics near weld zone areas and other common friction points, this seminar shares proven methods for shops to get paid for what they are owed.

Attendees will learn how to justify getting paid for not-included operations and materials using the four negotiation questions:

1. Is it required?
2. Is it included?
3. Is there a pre-determined time?
4. What is it worth?

In addition, Mike will present results from the **“Who Pays for What?”** survey. Those who attend will walk away with more knowledge about what insurers will and will not pay for (by region and DRP vs. non-DRP) and how to use these survey results to negotiate and justify their estimates. This is the information needed to be able to counter the frequently-heard company line, “No one else charges for that.”

Space is limited and the program is expected to sell out. For additional information or to register, contact the AASP-MN office at (612) 623-1110 or 800-852-9071 or visit [www.aaspmn.org](http://www.aaspmn.org).

*The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is an association of nearly 800 independently-owned automotive service businesses and industry suppliers dedicated to improving the state’s automotive service industry and the success of its members.*

*Axalta Coating Systems is a leading global coatings company dedicated solely to the development, manufacture and sale of liquid and powder coatings.*

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