

## SESSION

### Complete Customer Connection

## DESCRIPTION

Presentations these days are so heavily focused on Millennials, but as a shop owner, you know that your customers come in all shapes and sizes.

This presentation aims to explore the three main generational groups that make up your client base - Baby Boomers, Generation X and Millennials.

We will also explore the best ways to market to each generation and how to retain them once they have a repair done.

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*Sponsored By*



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