



The Price Shopper Playbook

In-Person training with Coralee Zeuff

Master Service Advisor & Coach



As a service advisor, one of the most stressful and time-consuming parts of your day is dealing with the constant flow of calls and walk-ins asking for estimates and quotes. With a never-ending to-do list, these interruptions can throw you off track and disrupt your focus.

Some shops enforce a "no estimates over the phone" policy, forcing advisors to repeatedly say "no," while others may find themselves bogged down creating estimates that never get approved—leading to frustration and wasted time.

The key to reducing this stress and gaining more customers lies in knowing how to handle quote requests effectively. In this class, you'll learn how to respond to estimate inquiries in a way that builds trust, maximizes your time, and attracts quality customers.

What you'll learn:

- What customers really mean when asking for a quote—and how to understand their true needs.
- How to distinguish between price shoppers and potential long-term customers—and when to invest your time.
- The best times to present estimates—without overwhelming yourself or wasting time.
- 5 types of estimates and when to use each one—whether over the phone or for vehicles already in the shop.

By the end of this class, you'll be equipped with the tools and strategies to handle price inquiries more efficiently, reduce stress, and increase your chances of converting inquiries into loyal customers.

Register at **MWACA.org/events**

Questions? **816.413.9800**

Central MO Chapter



Wednesday, Oct 15, 2025



6:00 - 9:00pm



Shakespeare's South
Denver Room
3911 Peachtree Drive
Columbia, MO 65203

Members: \$65
Non-Members: \$79

includes dinner and
training

**For Shop
Owners and
Managers**

**MWACA is committed
to providing a
recruitment-free
environment during
training sessions and
events for all employees
of its member shops.**