

Cedar Rapids Chapter

Explaining Diagnostics, Repairs & Maintenance with Confidence

In-person training with
Coralee Zueff



While technicians often have a wealth of training opportunities, service advisors are frequently left without the same level of development. However, the success of any automotive shop hinges on the advisor's ability to effectively communicate, sell, and upsell services to customers. Without this balance, both financial performance and team morale can suffer.

In this interactive session, we'll focus on practical strategies to help you boost service sales and enhance customer communication. We'll begin by tackling real-world diagnostic case studies, diving into how to communicate diagnostic processes to customers effectively—emphasizing the critical point that diagnostics are not a free service.

Next we'll review modern manufacturer maintenance schedules, diving into extended oil change intervals and lifetime fluids. Finally, we'll explore commonly recommended maintenance services, with plenty of room for active discussion and participation.

Register at **MWACA.org/events**

Questions? **816.413.9800**



Thursday, October 16, 2025



6:00pm - 9:00pm



Kirkwood Community College
Automotive Technology Center
101 50th Ave SW
Cedar Rapids, IA 52404

Members: \$70
Non-Members: \$80

Includes dinner
and training

**For service
advisors and
managers**

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