



Central Missouri Chapter

Maintenance Mastery: Skills That Increase Retention & Revenue

Service Advisor
Training with
the Wynn's Team

AFFINITY

Automotive Products, Inc.

This dynamic training program is designed to help service advisors confidently educate customers, present preventative maintenance with clarity, and build long-term trust.

Advisors will learn how to communicate the true value of maintenance, shift from reactive to proactive service conversations, and strengthen customer retention through ethical, value-based recommendations. The course includes real-world scenarios, objection-handling strategies, role play, and system-by-system maintenance insights covering fuel, oil, transmission, cooling, brakes, and more.

Participants will leave better equipped to increase maintenance penetration, improve customer satisfaction, and position themselves as trusted advisors—not just service writers.



Thurs, Sept. 24, 2026



6:30 - 8:30 PM



MC Fleets
1005 N Fairview Rd,
Columbia, MO 65203

Members: \$30
Non-Members: \$50
includes dinner
& training

For
Shop Owners,
Managers,
Service Advisors

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

Register at **MWACA.org/events**

Questions? **816.413.9800**