



Seeing the Unseeable: How to Have a Discovery Conversation With Your Customer

live via webinar with
Rick White



Advisors and owners are struggling to make sales. I am asked over and over, How can I improve my closing skills? My response? "You're focused on the right issue but asking the wrong questions." It's about the questions you ask your customer, your focus, your poor assumptions and your disconnect. In this one hour live webinar I'll show you why you're struggling and give you solid things you can do immediately to correct it.

for shop
owners and
service advisors

Register at **MWACA.org/events**
Questions? **816.413.9800**

Cedar Rapids Chapter



Tuesday, November 10



6:30-8:30pm



ATS Automotive
5042 4th Street SW
Suite D
Cedar Rapids, IA 52404

**\$20 for Industry
Professionals**

includes dinner
and training

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Upcoming Events

DECEMBER 8, 2020
Holiday Happy Hour