



# 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](http://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

*Sponsored by:*



### Upcoming Events

DECEMBER 8, 2020  
Holiday Happy Hour