



# Communication Mastery

## In-Person training with Coralee Zeuff

Master Service Advisor & Coach



Learn how to clearly explain the value and necessity of services, from routine maintenance to complex diagnostics, using proven communication strategies and real-world examples that resonate with today's customers.

This course will help you build confidence in presenting recommendations, overcome common objections, and turn technical language into simple, customer-friendly explanations.

Discover how visual aids—such as diagrams, images, and videos—can enhance customer understanding, create transparency, and build long-term trust. See how these tools can be integrated into your everyday workflow to support your message and reinforce your professionalism.

Gain valuable insights into adapting your communication style across various channels including phone, in-person conversations, and email. Learn when and how to deliver key messages for maximum impact, no matter the customer or the setting. Whether you're a service advisor, technician, or shop owner, this class equips you with the tools to improve customer satisfaction, increase approval rates, and strengthen your shop's reputation.

*Register at* **MWACA.org/events**

*Questions?* **816.413.9800**

## Wichita Chapter



Tuesday, Oct 14, 2025



6:00 - 9:00pm



WSU City Center Campus  
301 S Grove, Building C  
Wichita, KS 67211  
Classroom C3

**Members: \$75**  
**Non-Members: \$90**

includes dinner and  
training

For Service  
Advisors,  
Owners and  
Managers

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