



# Lincoln Chapter

## 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.

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



Tuesday, November 10



7:00-8:30pm



From the comfort of your  
own home or office

**\$20 for Industry  
Professionals**

includes training

*Sponsored by:*



for shop  
owners and  
service advisors