



Communication Mastery

In-Person training with Coralee Zueff

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.**