INVEST IN YOUR LEGACY

NADA Academy programs prepare current and future dealership leaders to improve each department’s profitability, while examining how new technology and innovations reshape the industry.
ATTEND THEM NOW

Academy programs include intensive live online class sessions over the course of a year, combined with hands-on practical application in each area of the dealership in the store.

### ONE

**FINANCIAL MANAGEMENT**

Learn basic accounting principles and how to navigate the balance sheet and income statement at both the dealership and department levels. Interpret and analyze financial statements to identify performance improvement opportunities.

**AGENDA**

- Utilizing the NADA 20 Group composite
- Financial statement geography
- Analyzing sales and gross profit
- Maximizing cash flow and profit
- Identifying and eliminating frozen capital
- Evaluating inventory performance
- Calculating total and fixed absorption
- Controlling and minimizing expenses

### TWO

**FIXED OPERATIONS 1**

**PARTS**

Recognize the critical, vital role that your parts department contributes to the success of your dealership. Discover the importance of having the correct inventory mix and how this impacts other departments, as well as the entire dealership’s financial performance.

**AGENDA**

- Analyzing parts inventory performance
- Impact of first-time fill rate
- Analyzing aging inventory
- Identifying gross profit opportunities
- Benefits of the correct mix of parts
- Understanding DMS reports
- Reconciling inventory
- Sharing best ideas

### THREE

**FIXED OPERATIONS 2**

**SERVICE**

Understand the importance of the service department and how it serves as the backbone of the dealership. Recognize the impact properly designed processes have on both the service department and the entire dealership’s financial performance.

**AGENDA**

- Assessing gross profit opportunities
- Analyzing labor pricing strategies
- Expense analysis
- Evaluating technician and service advisor performance
- Understanding scheduling and production techniques
- Linking telephone strategies to service sales
- Service legalese
- Sharing best ideas

ACADEMY GRADUATES CAN RETURN TO ANY CLASS—TUITION FREE!
ATTEND JUST ONE
Certificate programs allow dealership managers to attend one of the focused courses of the Academy program and hone skills specific to their needs.

FOUR  
VARIABLE OPERATIONS 1
PRE-OWNED VEHICLES
Explore used-vehicle inventory under an investment management approach, with in-depth analysis of turn elements, e-commerce and digital marketing. Evaluate traditional automotive strategies in the context of retailing in the internet age.

AGENDA
✔ True pre-owned department profitability
✔ Inventory investment analysis and GROI
✔ Maximizing the elements of turn: appraising, sourcing, pricing, investment quality, reconditioning, and wholesaling
✔ Evaluating the relationship between volume and gross
✔ Analyzing marketing opportunities and conversion, SEO, SEM, mobile analytics, reputation management and the value of video
✔ Dealership structure and converting leads to customers

FIVE  
VARIABLE OPERATIONS 2
NEW VEHICLES
Recognize how new-vehicle profitability is directly related to asset management—employees, customers and inventory. Learn how processes in customer interaction and retention, F&I, and compensation plans affect profitability.

AGENDA
✔ Determining true profitability
✔ Identifying F&I opportunities
✔ Assessing compensation and benefits utilizing NADA Dealership Workforce Study
✔ Recruiting and developing employees
✔ Valuing and leveraging the customer base
✔ Transacting with a non-present buyer
✔ Building OEM relations
✔ Getting involved—government relations

SIX  
BUSINESS
LEADERSHIP
Discover your individual leadership and management style and its impact on others. Apply the knowledge and skills gained during the first five weeks of the Academy to best select and develop your team for the continuity of the business.

AGENDA
✔ Completion of an individual leadership assessment profile
✔ Understanding effective leadership theories and techniques
✔ Blend of succession and management transition planning
✔ Detect and prevent fraud in the dealerships
✔ Graduation

Upon acceptance into the Academy, the applicant is enrolled into a program class in compliance with the Federal Trade Commission’s Antitrust Laws to ensure that no competing dealerships are in the same class.

NEED SPECIALIZED TRAINING IN-HOUSE?
Tailored Training can customize these courses to fit any combination of location, audience and department needs.

The Academy taught us in 11 short months, what would have taken 30 years to acquire through dealership experiences.

Joshua Johnson, Fourth-generation Dealer