



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 ALL

Academy programs include six intensive weeklong classroom sessions at NADA headquarters in Tysons, Va., combined with hands-on practical application in each area of the dealership when back in the store.

WEEK 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

- ✓ Using the NADA 20 Group composite with guidance from 20 Group Dealership Management Consultant
- ✓ Analyzing sales and gross profit
- ✓ Maximizing cash flow and profit
- ✓ Identifying frozen vs. working capital
- ✓ Evaluating inventory performance
- ✓ Calculating total absorption
- ✓ Controlling and minimizing expenses

WEEK TWO



FIXED OPERATIONS 1 PARTS

Recognize the No. 1 problem in the parts department—obsolescence—its costs and root causes. 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 inventory performance
- ✓ Aging inventory
- ✓ Assessing gross profit opportunities
- ✓ Benefits of the correct mix of parts
- ✓ First-time fill rate
- ✓ Understanding DMS reports
- ✓ Reconciling inventory
- ✓ Sharing best ideas

WEEK 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
- ✓ Evaluating technician and service advisor performance
- ✓ Understanding production and scheduling 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 week of the Academy program and hone skills specific to their needs.

WEEK FOUR

VARIABLE OPERATIONS 1 PRE-OWNED VEHICLES

Explore used-vehicle management, digital marketing and showroom control. Evaluate traditional automotive strategies and analysis in the context of retailing in the internet age.

AGENDA

- ✔ Used-vehicle department profitability and inventory aging analysis
- ✔ Appraising, reconditioning, sourcing, pricing and wholesaling to maximize turn
- ✔ Evaluating the relationship between volume and gross
- ✔ Digital marketing, including SEO, SEM, conversion, mobile, analytics, reputation management and video
- ✔ Converting leads to sales

WEEK 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, leasing 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
- ✔ Non-present buyer
- ✔ Legislative Affairs briefing

WEEK 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 in an NADA consultant-led 20 Group meeting.

AGENDA

- ✔ Completion of an individual leadership assessment profile
- ✔ Understanding effective leadership theories and techniques
- ✔ 20 Group meeting
- ✔ Blend of succession and management transition planning
- ✔ Graduation

ACADEMY PROGRAMS



NADA ACADEMY

Academy programs include six one-week classroom sessions over the course of a year. The sessions, held at NADA headquarters, are then combined with hands-on practical application in each area of the dealership when back in the store.



CERTIFICATE AND SEMINAR PROGRAMS

Dealership managers may attend any of the six weeks of the Academy program and hone skills pertinent to their needs. Seminars consist primarily of dealership and department managers.



ACADEMY PLUS

The Academy Plus program prepares six dealership leaders from a single dealership to maximize performance and accelerate results. The curriculum integrates the NADA 20 Group financial composite, in-dealership consulting and premium online learning resources.

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

*Joshua Johnson, fourth-generation dealer,
Don Johnson Motors, Rice Lake, Wis.*