

# ACADEMY PROGRAMS



## NADA ACADEMY

NADA 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.



## ATD ACADEMY

The ATD program follows the same class sequence as the NADA Academy. The curriculum is customized to serve the needs and operations of commercial truck dealerships.



## CERTIFICATE AND SEMINAR PROGRAMS

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



## DEALER GROUP TRAINING

The core Academy curriculum is tailored to serve the unique needs of a dealer group. Applicable to dealer groups of all sizes.



## OEM AND ALLIED INDUSTRY TRAINING

Designed to prepare OEM and allied industry field staff to better understand and interact with dealership personnel.



ACADEMY

NATIONAL AUTOMOBILE DEALERS ASSOCIATION



NADA Academy programs prepare current and future dealership leaders to direct and improve the operations and financial results of each department in the dealership.

- Dealer Successors
- Professional Managers
- Commercial Truck Professionals
- Certificate Programs
- Dealer Group Training
- OEM Training
- Allied Industry Training
- Advanced Seminar Series



NADA Academy

8400 Westpark Drive | Tysons, VA 22102  
nada.org/Academy | 800.557.6232

## ATTEND THEM ALL

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

### WEEK 01 FINANCIAL MANAGEMENT

Students are introduced to basic accounting principles and learn to navigate the balance sheet and income statement at both the dealership and department levels. Students learn how to interpret and analyze financial statements to identify performance improvement opportunities.

#### AGENDA

- ✔ Using the NADA 20 Group composite
- ✔ Maximizing cash flow and profit
- ✔ Identifying frozen vs. working capital
- ✔ Evaluating inventory performance
- ✔ Calculating total absorption
- ✔ Analyzing sales and gross profit
- ✔ Controlling and minimizing expenses

### WEEK 02 FIXED OPS 1 PARTS

Students are exposed to the number one problem in the parts department—obsolescence—and its costs and root causes. Students 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
- ✔ Gross and true turns
- ✔ First-time fill rate
- ✔ Understanding DMS reports
- ✔ Reconciling inventory
- ✔ Case study
- ✔ Sharing best ideas

### WEEK 03 FIXED OPS 2 SERVICE

Students are taught the importance of the service department and how it serves as the backbone of the dealership. Students will recognize the impact that 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
- ✔ Legal requirements in service
- ✔ Sharing best ideas

## ATTEND JUST ONE

Certificate programs allow dealership managers to attend one week of the Academy program and hone skills specific to their needs.

### WEEK 04 VARIABLE OPS 1 PRE-OWNED VEHICLES

Students explore used-vehicle management, digital marketing and showroom control. Students will be further challenged to 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 and wholesaling
- ✔ Evaluating the relationship between volume and gross
- ✔ Digital marketing, including SEO, SEM, conversion, mobile, analytics, reputation management and video
- ✔ Converting leads to sales

### WEEK 05 VARIABLE OPS 2 NEW VEHICLES

Students recognize that new-vehicle profitability is directly related to asset management—employees, customers, and inventory. Students 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
- ✔ Recruiting and developing employees
- ✔ Valuing and leveraging the owner base
- ✔ Creating telephone strategies
- ✔ Legislative Affairs briefing

### WEEK 06 BUSINESS LEADERSHIP

Students discover their individual leadership and management styles and their impact on others. Students apply the knowledge and skills gained during the first five weeks of the Academy to develop and present a business plan to their classmates.

#### AGENDA

- ✔ Completion of an individual leadership profile
- ✔ Understanding effective leadership theories and techniques
- ✔ Presentation of business plans
- ✔ Mock 20 Group meeting
- ✔ Blend of succession and management transition planning

**“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.