



NADA Professional Series SALES MANAGEMENT

Profitably operate the dealership variable operations department.

Four instructional modules designed for the new or high-potential department manager.



16-HOUR
Instructor-led

LEARN THE JOB, SECURE YOUR SUCCESS

Core Competencies

- Develop a sales process that supports the dealership vision for profitability.
- Plan for the future of variable operations.
- Manage vehicle inventory to impact the bottom line and improve customer satisfaction.
- To find and hire top sales team members.
- Consistently drive departmental profitability.



8-HOUR
Online



16-HOUR
Instructor-led

LEARN TO LEAD, LEVERAGE THE POWER OF MANY

Leadership Foundations

- Adopt DISC as a model of leadership behavior and versatility, facilitating open communication.
- Utilize problem solving and decision making in conflict resolution.
- Exploit the SMART model to achieve goals.
- Sharpen your leadership style to motivate your team.
- Raise productivity through skilled time management and ongoing priority analysis.



8-HOUR
Online



8-HOUR
Online

LEARN TO BUILD YOUR TEAM, ATTRACT TOP TALENT

Human Resources Foundations

- Uncover the correlation between people and profit.
- Develop an effective onboarding program.



8-HOUR
Online

LEARN TO FIND THE DATA YOU NEED, TO SUCCEED

DMS Applications

- Harness the power of department specific reports.
- Discover the most impactful functions of the DMS.

INTRODUCTORY 2018 PRICING

- **\$2,995 Members**
- **\$3,495 Nonmembers**
- **Secure a spot today: \$95 non-refundable deposit at nada.org/professionalseries**

WHY ENROLL?

- Designed by retail experts to fit your retail lifestyle.
- Become the recognized expert in your dealer group.
- Invest in yourself.
- Gain the confidence to be secure in a leadership role.

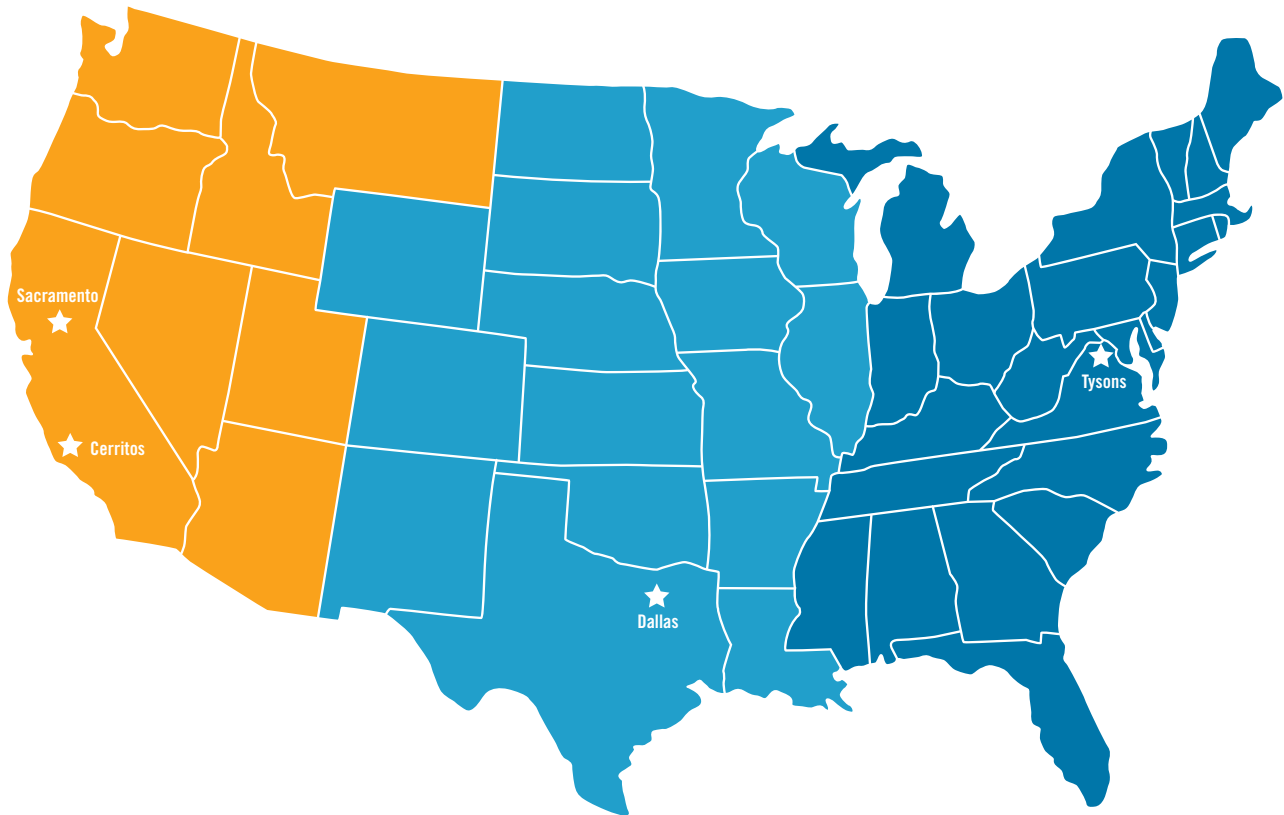
WHERE?

- Tysons, Virginia
- Cerritos and Sacramento, California
- Dallas, Texas

WHEN?

- Launching June 2018 (see schedule on back).

2018 NADA Professional Series Schedule



WEST (Cerritos, CA)

June 19-20	Office Manager
June 21-22	Sales
July 10-11	Service
July 12-13	Parts
August 28-29	Leadership
September 25-26	Leadership
September 27-28	Leadership

WEST (Sacramento, CA)

October 16-17	Sales
October 18-19	Office Manager
November 6-7	Parts
November 8-9	Service
November 13-14	Leadership
December 4-5	Leadership
December 11-12	Leadership

CENTRAL (Dallas, TX)

July 17-18	Office Manager
July 19-20	Sales
August 14-15	Service
August 16-17	Parts
October 9-10	Leadership
October 11-12	Leadership
October 23-24	Leadership
October 25-26	Leadership
December 11-12	Sales
December 13-14	Office Manager
December 18-19	Parts
December 20-21	Service

EAST (Tysons, VA)

June 5-6	Office Manager
June 7-8	Sales
June 26-27	Service
June 28-29	Parts
July 24-25	Leadership
August 7-8	Leadership
August 9-10	Leadership
August 21-22	Leadership
September 11-12	Sales
September 13-14	Office Manager
September 18-19	Parts
September 20-21	Service
November 27-28	Leadership
November 29-30	Leadership
December 4-5	Leadership
December 6-7	Leadership