



20 GROUP

LEARN FROM LEGENDS

Learn from the best—your peers—supported by world-class consultants and ATD, the only advocacy and education organization providing resources dedicated to driving your dealership's success.



LEARNING FROM LEGENDS

ATD 20 Group offers unrivaled expertise and resources. With an average of 25 years of automotive retail experience, ATD consultants have the resources of the association at their fingertips to help guide their groups on industry hot topics and issues. Additional advantages include:

- Three meetings per year; format and schedule is dependent on group type.
- Access to the industry-leading, OEM-specific online composite.
- Expense and performance guidelines by franchise.
- Ongoing support from your 20 Group peers and consultant between meetings.
- Financial comparisons of your dealership against average and best-in-class dealers.
- Access to a collection of 20 Group ideas and best practices.
- Professional analysis of your financial performance.


YOUR PROFITABILITY IS OUR BOTTOM LINE

Noncompeting members are grouped by franchise, dealership department, sales volume, location, travel preferences and budget. 20 Group types include:

- Bus
- CFO/Controller
- Composite Only
- Dealer Group
- Freightliner
- Hino
- Mack
- Mixed Heavy
- Navistar
- Peterbilt
- Volvo



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Whether your operations need a tweak or a turnaround, there's no better ROI than [ATD 20 Group In-dealership Consulting](#).

BRING THE BEST OF ATD 20 GROUP INTO YOUR STORE

In-dealership Consulting (IDC) brings the best practices of hundreds of dealerships directly to you—with a process that is designed to achieve affordable long-term results. The approach is simple: We analyze your dealership's operations and work with your management team to find out what's working, what's not and what opportunities are being missed.



Establish Goals and Objectives

Consultant conducts an initial assessment with the dealer or GM to understand key issues impacting the dealership and the objectives of the IDC. Whether it's one department or a dealership group, we help you manage better.



Develop Action Plan and Implement Best Practices

Consultant offers a menu of proven best practices implemented at other dealerships for your management team to incorporate into its action plan.



Pre-visit Analysis

Consultant compares performance against comparable dealers using the industry-leading 20 Group composite and ATD performance guides.



Dealer/GM Review and Follow-up

Consultant meets with the dealer or GM to review business opportunities and action plans the management team has decided to implement. Your consultant is always available for follow-up contact and visits as required.



On-site Assessment with Management Team

Consultant conducts an on-site business review with the management team to assess performance. Operational gaps and hidden profit opportunities are uncovered by comparing your departments with ATD best-in-class processes and results.

INDUSTRY-LEADING, OEM-SPECIFIC ONLINE COMPOSITE

ATD 20 Group's online financial composite offers members valuable analytical insight. The dashboard—with at-a-glance stats—is a great tool to quickly compare performance, track trends and drill down for specifics. 20 Group members regularly use this best-in-class tool to share best practices and ideas that drive success.



VIEW

View individual and group stats and detailed performance data 24/7.



ANALYZE

Analyze profitability, expense absorption and employee productivity across each dealership department.



TRACK

Track department trends and drill down into the specifics in the vitals section.



UNCOVER

Uncover best practices and trends from top-performing members.



MEASURE

Measure your dealership's profitability against the group average and best-in-class dealers.



SET

Set objectives in the new Objective Tracker to help you stay on top of and achieve your goals.



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A DIVISION OF NADA

ATD 20 Group
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