IDENTIFY THE RIGHT PROGRAM FOR YOU

NADA offers premier education opportunities to guide you through your career.

PROFESSIONAL SERIES

BREAK INTO THE INDUSTRY

For new department managers or high-potential employees.

Designed to fit the busy automotive retail lifestyle offered at convenient locations across the country.

- In-class: two days department-specific
- In-class: two days leadership
- Online: Human Resources and DMS

SEMINARS

DEEP-DIVE INTO YOUR SPECIFIC DEPARTMENT

For dealership managers to deep-dive into their specific department.

Come prepared to analyze and discuss your dealership’s performance and walk away with the tools to make significant process improvements.

A weeklong in-depth classroom experience.

20 GROUP

SHARED KNOWLEDGE BETWEEN INDUSTRY LEADERS

For dealers and managers: to improve business performance and profitability.

Access to the industry-leading OEM-specific, financial comparisons of your dealership against average and best-of-class dealers.

Regular meetings, with ongoing support from your 20 Group peers and consultant between meetings.

ACADEMY

INVEST IN YOUR LEGACY

For current and future dealership leaders: intensive education to improve profitability in each department and the dealership as a whole.

Learn the fundamentals needed to operate a successful and profitable automotive business, while examining the latest in industry trends and technology.

Six weeks of classes over the course of a year. Conducted at NADA Headquarters in Tysons, Va.

TAILORED TRAINING

NADA EDUCATION BROUGHT TO YOU

For Dealer Groups, OEMs and Allied-Industry employees. Courses are customized to fit any combination of location, audience and department needs.
PROFESSIONAL SERIES
nada.org/professionalseries

WHO SHOULD ATTEND
Professional Series is designed for new department managers and high-potential employees without professional automotive training. Ideal candidates are new to a leadership position within a dealership department, aspire to become a department manager or have accelerated growth opportunities.

Choose among four management disciplines:
- Office Management
- Parts Management
- Sales Management
- Service Management

HOW IT WORKS
Professional Series includes two days of core department-focused training and two additional days of leadership training in the classroom, for a total of four days out of the dealership. Also included in the program is HR and DMS online training.

FORMAT
Each Professional Series Certification includes four instruction modules that may be taken in any order over the course of 12 months.

Module 1: Management Disciplines, two-day instructor-led classroom and separate interactive online course.
Module 2: Leadership Foundations, two-day instructor-led classroom and separate interactive online course.
Module 3: Human Resources Foundations, self-paced online.
Module 4: DMS Applications (provider-specific), self-paced online.

LOCATIONS & PROGRAM FEES
Atlanta, Ga.
Austin, Texas
Costa Mesa, Calif.
Detroit, Mich.
Phoenix, Ariz.
Tysons, Va.
West St. Paul, Minn.

Program Fee: $2,995

Courses included in the education subscription package.

nada.org/educationsubscription

OFFICE
Protect your dealership assets by producing accurate and timely data.

PARTS
Unlock frozen capital and stock the correct mix of parts to increase first-time fill rate.

SALES
Profitably operate the dealership variable operations department and sell more.

SERVICE
Improve technician proficiency and customer retention for increased department profitability.

CURRICULUM HIGHLIGHTS

“Worth every penny and time away from the store. I learned a lot about myself and my team and has me thinking about the ways to improve.”

Brooke, Executive Manager
5 years automotive experience
SEMINARS
nada.org/academy/seminars

WHO SHOULD ATTEND
Seminars are for dealership managers to hone pertinent department skills.

HOW IT WORKS
Come prepared to analyze and discuss your dealership’s performance and walk away with the tools to make significant process improvements. During seminars, Academy Instructors take you through a deep-dive into a specific department to help transform your department into a more profitable operation and take it to the next level.

FORMAT
Week-long classroom training, unless otherwise stated.

COURSES & LOCATIONS

DEALERSHIP BUY, SELL OR HOLD
• February 12-13, Las Vegas, Nev.
• March 3-4, Tysons, Va.

FINANCIAL MANAGEMENT
• March 16-20, Austin, Texas
• June 8-12, Sacramento, Calif.
• July 13-17, Midland, Mich.

ADVANCED PARTS MANAGEMENT
• April 13-17, Orange County, Calif.
• July 13-17, Denver, Colo.
• October 12-16, Tysons, Va.
• December 14-18, Orlando, Fla.

ADVANCED SERVICE MANAGEMENT
• March 2-6, Tysons, Va.
• April 20-24, Orange County, Calif.
• June 22-26, Austin, Texas
• October 12-16, Tysons, Va.
• December 7-11, Orlando, Fla.

ADVANCED VARIABLE OPERATIONS MANAGEMENT
• March 2-6, Tysons, Va.
• June 15-19, Denver, Colo.
• August 24-28, Tysons, Va.

COURSES & PROGRAM FEES
Financial Management
Advanced Parts Management
Advanced Service Management
Advanced Variable Operations Management

Program Fee: $2,195

Dealership Buy, Sell or Hold

Program Fee: $995

Courses included in the education subscription package.

I would’ve been 10+ years ahead of the curve, if this information was presented to me when I first became a manager. I plan to re-attend this course in the future as “career maintenance”.

Kirk S., Fixed Operations Manager
WHO SHOULD ATTEND
Academy is designed for current and future dealership leaders and managers to improve each department’s profitability and the dealership as a whole, while examining how new technology and innovations reshape the industry.

HOW IT WORKS
Academy classes are taught in state-of-the-art classrooms, by industry experts, combined with hands-on practical application in each area of the dealership when back in the store. In this process, you will develop an end-to-end view of business and dealership operations.

FORMAT
Six one-week classroom sessions over the course of a year, held at NADA Headquarters in Tysons, Va.

CURRICULUM HIGHLIGHTS

WEEK ONE  Financial Management
Learn basic accounting principles, plus how to navigate the balance sheet and income statement at both the dealership and department levels.

WEEK TWO  Fixed Operations 1 | Parts
Discover the importance of having the correct inventory mix and how this impacts other departments, as well as the entire dealership’s financial performance.

WEEK THREE  Fixed Operations 2 | Service
Understand the importance of the service department and how it serves as the backbone of the dealership.

WEEK 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.

WEEK FIVE  Variable Operations 2 | New Vehicles
Learn how processes in customer interaction and retention, F&I and compensation plans affect profitability.

WEEK SIX  Business Leadership
Discover your individual leadership and management style and its impact on others.

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.

DATES & PROGRAM FEES

Program Start Dates
March 9       September 21
April 20      October 12
May 4         October 19
May 18        November 9
June 15       November 16
July 20       December 7
August 17

Program Fee: $10,950

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

Joshua Johnson, Fourth-generation Dealer

nada.org/academy
WHO SHOULD ATTEND
20 Group is designed for owners, dealers or managers who are actively involved in running the business and hold a significant equity stake in their dealership.

HOW IT WORKS
Noncompeting members are grouped by franchise, dealership department, sales volume, location, travel preferences and budget. Access to the industry-leading OEM-specific, financial comparisons of your dealership against average and best-of-class dealers.

FORMAT
Three meetings per year; format and schedule is dependent on group type.

PROGRAM HIGHLIGHTS
- 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-of-class dealers.
- Professional analysis of your financial performance.
- Real-time comparisons of your performance against competitors in your market through the exclusive NADA 20 Group Live tool.
- NADA Analytics platform.

IN-DEALERSHIP CONSULTING
In-Dealership Consulting (IDC) brings the best practices of hundreds of dealerships directly to you—with a process that is designed to increase profitability. This results-proven service is tailored to meet your needs by analyzing your dealership’s operations and engaging your management team in developing the solutions.

GROUP TYPES & PROGRAM FEES
- Body Shop
- Composite Only
- Controller/Office Manager
- Dealer Group
- Fixed Operations
- Franchise-specific
- Human Capital
- Internet
- Multi-Franchise/Location
- Variable Operations
- Commercial Trucks

Program Fee
Traditional: $395/month
Composite Only: $205/month

“The ability to bounce ideas, concerns or situations with a group of similar minded people, creates an opportunity to grow the business, benefit my employees and service our customers in ways that exceed expectations.”

Delbert Bunker III, President/Dealer Operator
Bocker Auto Group
TAILORED TRAINING
nada.org/tailoredtraining

WHO SHOULD ATTEND
Dealer Groups, OEMs and Allied-Industry employees. Courses are customized to fit any combination of location, audience and department needs.

HOW IT WORKS
Participants learn best practices and perform practical business-application exercises to develop strategies to maximize performance.

FORMAT
One-, two- or three-day classes taught by an NADA Academy Instructor, who will prepare your team to improve your operations and financial results.

CURRICULUM HIGHLIGHTS

CUSTOMIZE COURSES
Designed for any combination of audience and department needs for up to 30 participants.

ENHANCE PROFICIENCY

INCREASE PROFITABILITY
Better understanding of the marketplace for increased dealership profitability.

IMPROVE MORALE
Improve employee morale through the ability to perform more effectively.

GROUP FEES
$5,000/day (Members)
$5,500/day (Non-Members)

Instructor travel expenses, guide materials, and possible development and/or customization fees are additional. (Pricing for courses outside the U.S. may vary.)

COURSES
• 20 Group Advanced Financial
• Being the Ultimate Service Advisor
• Change Management
• Dealership Buy, Sell or Hold
• Dealership Pay Plans That Get Results
• Fixed Operations
• Fundamentals of Effective Leadership
• Internal Loss Prevention
• Maximizing Your Digital Presence
• NADA Dealership Fundamentals
• Performance Coaching
• Through a Dealer’s Eye on What’s Important on the Financial Statement
• Variable Operations

“Perfect combination of presentation, tools, classroom activity and application. Looking forward to being able to apply it immediately.”

Cynthia T., Platform Director
10 years of automotive experience