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.

DEEP-DIVE INTO YOUR SPECIFIC DEPARTMENT

For dealership managers.

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

SEMINARS

For dealers and managers.

ACADEMY

INVEST IN YOUR LEGACY

For current and future dealership leaders.

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

20 GROUP

SHARED KNOWLEDGE AMONG INDUSTRY LEADERS

Access to the industry-leading OEM-specific financial and digital composite.

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.

NADA EDUCATION SUBSCRIPTION

Unlimited access to all Professional Series and Seminars. Provides continuous training and development for dealership employees.

NADA EDUCATION | 800.557.6232 | nada.org/education
PROFESSIONAL SERIES
NADA.ORG/PROFESSIONALSERIES

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

FORMAT

IN-PERSON
Two days of department-focused training and two separate days of leadership training in the classroom.

LIVE VIRTUAL CLASSROOM
Four 3-hour sessions, spread over two weeks, of department-focused training. Followed by four 3-hour sessions, spread over two weeks, of leadership training.

SELF-PACED
Online HR and DMS training included for both format options.

WHO SHOULD ATTEND

Professional Series is designed for new department managers and high-potential employees without previous 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.

HOW IT WORKS

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

MODULE 1
Management Disciplines, instructor-led classroom/live online and separate interactive online course.

MODULE 2
Leadership Foundations, instructor-led classroom/live online and separate interactive online course.

MODULE 3
Human Resources Foundations, self-paced online.

MODULE 4
DMS Applications (provider-specific), self-paced online.

CURRICULUM HIGHLIGHTS

CHOOSE AMONG FOUR MANAGEMENT DISCIPLINES:

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

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

SALES MANAGEMENT
Profitably operate the dealership’s variable-operations department and sell more.

SERVICE MANAGEMENT
Improve technician proficiency and customer retention for increased departmental profitability.

EACH PROFESSIONAL CERTIFICATION INCLUDES ALL FOUR INSTRUCTIONAL MODULES BELOW.

1
Core Competencies
Learn the job, secure your success

2
Leadership Foundations
Learn to lead, leverage the power of many

3
HR Foundations
Learn to build your team, attract top talent

4
DMS Applications
Learn to find the data you need to succeed

PROGRAM FEE: $2,995
Courses included in the education subscription package.

nada.org/educationsubscription

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"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

SEMINARS
NADA.ORG/ACADEMY/SEMINARS

FORMAT
IN-PERSON
Week-long instructor-led training.

LIVE VIRTUAL CLASSROOM
Three-hour sessions scheduled one or two days per week, over a month.

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.

CURRICULUM HIGHLIGHTS

FINANCIAL MANAGEMENT
Learn to navigate the balance sheet, interpret the income statement and analyze financial statements to identify performance improvement opportunities.

ADVANCED PARTS MANAGEMENT
Gain insights on process improvement, key performance metrics and how to maximize a dealership’s parts inventory investment while decreasing obsolescence.

ADVANCED SERVICE MANAGEMENT
Transform your service department into a more profitable operation to take it to the next level.

ADVANCED VEHICLE SALES & ASSOCIATE MANAGEMENT
Explore best practices that promote customer and employee retention.

ADVANCED VEHICLE INVENTORY & MARKETING MANAGEMENT
Learn new strategies for managing your inventory from an investment perspective to increase profitability.

DEALERSHIP BUY, SELL OR HOLD
Estimate your blue sky multiple and the intangible value of the dealership, determine the tangible assets valuation, and complete an adjusted pro forma for your store.

PROGRAM FEE: $1,795

CHAMPIONSHIP COACHING
Explore leadership styles, determine how to expand your strengths, address weaknesses and integrate coaching into everyday workplace interactions.

PROGRAM FEE: $1,495

ULTIMATE SERVICE ADVISOR
Learn the knowledge and skills necessary to surprise and delight your customers during every interaction.

PROGRAM FEE: $795

PROGRAM FEE: $2,195
All seminar courses included in the education subscription package.

nada.org/educationsubscription

nada.org/academy/seminars

NADA EDUCATION | 800.557.6232 | nada.org/education
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 our state-of-the-art classrooms or live online, by industry experts, with hands-on practical application in each area of the dealership. In this process, you will develop an end-to-end view of business and dealership operations.

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.

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

Joshua Johnson,
Fourth-generation Dealer

PROGRAM FEE: $10,950
nada.org/academy

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Fourth-generation Dealer

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nada.org/academy

FORMAT

IN-PERSON
Six one-week classroom sessions over a year, held at NADA Headquarters in Tysons, Va.

DAYTIME ONLINE
Six month-long sessions, once or twice a week for three hours, held live in a virtual classroom setting.

EVENING ONLINE
Six month-long sessions held live in a virtual classroom setting at night, once or twice a week for three hours.

CURRICULUM HIGHLIGHTS

FINANCIAL MANAGEMENT
Learn basic accounting principles, plus how to navigate the balance sheet and income statement at both the dealership and department levels.

PARTS MANAGEMENT
Discover the importance of having the correct inventory mix and how this impacts other departments, as well as the entire dealership’s financial performance.

SERVICE MANAGEMENT
Understand the importance of the service department and how it serves as the backbone of the dealership.

VEHICLE INVENTORY & MARKETING MANAGEMENT
Explore inventory management using an investment approach, and analyze effective cutting-edge marketing strategies and website efficiency.

VEHICLE SALES & ASSOCIATE MANAGEMENT
Delve into the critical processes that drive customer and employee retention, sales, and F&I to improve profitability.

BUSINESS LEADERSHIP
Discover your individual leadership and management style and its impact on others.

NADA EDUCATION | 800.557.6232 | nada.org/education
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.

PROGRAM HIGHLIGHTS
- Access to the industry-leading OEM-specific online composite.
- Expense and performance guidelines by franchise.
- NADA Analytics platform.
- 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 operations.
- Real-time comparisons of your performance against competitors in your market through the exclusive NADA 20 Group Live tool.

IN-DEALERSHIP CONSULTING (IDC)
Bring best-practices of hundreds of dealerships directly to you—with a process that is designed to achieve affordable long-term results. 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.

PRE- VisIT ANALYSIS
Consultant compares your performance against comparable dealers using the industry-leading 20 Group composite and NADA performance guides.

ON-SITE ASSESSMENT WITH MANAGEMENT TEAM
Consultant conducts an on-site business review with your management team to assess performance. Operational gaps and hidden profit opportunities are uncovered by comparing your departments with NADA best-in-class processes and results.

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.

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

GROUP TYPES
- Franchise-specific
- Multi-Franchise/Location
- Variable Operations
- Fixed Operations
- Digital Marketing
- Controller/Office Manager
- Human Capital
- Collision Center
- Dealer Group
- Composite Only
- Commercial Trucks

PROGRAM FEE
- Traditional: $395/month per rooftop
- Composite Only: $205/month per rooftop

Format
IN-PERSON
Three meetings per year, schedule is determined by group.

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.

Delbert Bunker III,
President/Dealer Operator
Bocker Auto Group

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.

Whether your operations need a tweak or a turnaround, there’s no better ROI than NADA 20 Group In-dealership Consulting.
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

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.

CURRICULUM HIGHLIGHTS

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

ENHANCE PROFICIENCY
Apply insightful analyses and innovative strategies to improve dealership operations and business management.

INCREASE PROFITABILITY
Develop a better understanding of the marketplace for increased dealership profitability.

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

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

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

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NATIONAL AUTOMOBILE DEALER ASSOCIATION
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