IDENTIFY THE RIGHT PROGRAM FOR YOU
NADA offers premier education opportunities to guide you through your career.

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 courses over the span of a year. Conducted live online.

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.

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.
Six sessions—live online.

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.

BEGIN YOUR CAREER
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: 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.

CURRICULUM HIGHLIGHTS

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.

LOCATIONS & PROGRAM FEES
Charlotte, N.C.
Cincinnati, Ohio
Denver, Colo.
Kansas City, Mo.
Las Vegas, Nev.
Nashville, Tenn.
Orlando, Fla.
Sacramento, Calif.
Seattle, Wash.
Tysons, Va.

Program Fee: $2,995

Courses included in the education subscription package.

Worth every penny and time away from the store. I learned a lot about myself and my team and it 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
Live online classroom training, unless otherwise stated.

COURSES

FINANCIAL MANAGEMENT
• March 8-24
  Mondays and Wednesdays
• June 8-24
  Tuesdays and Thursdays

ADVANCED PARTS MANAGEMENT
• March 9-25
  Tuesdays and Thursdays
• June 8-24
  Tuesdays and Thursdays

ADVANCED SERVICE MANAGEMENT
• March 8-24
  Mondays and Wednesdays
• May 3-19
  Mondays and Wednesdays

ADVANCED VARIABLE OPERATIONS MANAGEMENT
• New Vehicles
  February 4-March 11 | Thursdays
  May 6-June 10 | Thursdays

SCHEDULE UPDATES
Visit nada.org/academy/seminars.

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-plus years ahead of the curve if this information has been 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 by industry experts, combined with hands-on practical application in each area of the dealership in the store. In this process, you will develop an end-to-end view of business and dealership operations.

FORMAT
Six intensive live online courses over the span of a year.

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.

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

Joshua Johnson, Fourth-generation Dealer

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.
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; schedule is decided on by group.

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.
• Access to a collection of 20 Group ideas and best practices.
• 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.
• NADA Analytics platform promotes standards for easier comparisons, enables extensibility to market trends, and respects transparency and control.

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
• Collision Center
• Composite Only
• Controller/Office Manager
• Dealer Group
• Digital Marketing
• Fixed Operations
• Franchise-specific
• Human Capital
• 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
Apply step-by-step dealership operations, business management, analysis and strategies.

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

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

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

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

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

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