

EDUCATION AND CONSULTING



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
nada.org/education

IDENTIFY THE RIGHT PROGRAM FOR YOU

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



EDUCATION SUBSCRIPTION



NADA.ORG/EDUCATIONSUBSCRIPTION

HOW IT WORKS

A 12-month subscription gives your team unlimited access to NADA Professional Series and Seminars – online or in person.



PARTS DEPARTMENT

- Professional Series Parts Management (plus Leadership)
- Advanced Parts Management Seminar
- Cross Training: Professional Series Service Management



SERVICE DEPARTMENT

- Essential Service Advisor Seminar
- Ultimate Service Advisor Seminar
- Professional Series Service Management (plus Leadership)
- Advanced Service Management Seminar
- Cross Training: Professional Series Parts Management



SALES DEPARTMENT

- Professional Series Sales Management (plus Leadership)
- Advanced Vehicle Inventory and Marketing Seminar
- Advanced Vehicle Sales and Associate Management Seminar



OFFICE MANAGER

- Professional Series Office Management (plus Leadership)
- Professional Series Office Management II (plus Leadership)
- Advanced Financial Management Seminar



CONTROLLER/CFO

- Advanced Financial Management Seminar



LEADERSHIP DEVELOPMENT

- Championship Coaching Seminar
- Fundamentals of Effective Leadership



DEALER PRINCIPAL/OWNER

- Dealership Buy, Sell or Hold Seminar



OTHER

- Marketing Bootcamp
- Marketing Analytics Bootcamp
- Talent Management Seminar

SCAN ME
TO TRAIN YOUR
ENTIRE TEAM.



SEMINARS

NADA.ORG/ACADEMY/SEMINARS

HOW IT WORKS

Academy Instructors take you through interactive sessions where you will engage in discussions about your dealership's performance and walk away with tools to make significant process improvements.

SCAN ME
TO TRAIN YOUR
ENTIRE TEAM.



FORMAT OPTIONS



► **IN-PERSON**
One- or two-day instructor-led classes.



► **LIVE ONLINE**
Three-hour sessions, two or three days per week.

WHO SHOULD ATTEND

Seminars allow interested employees to elevate their departmental knowledge and hone skills through real-world activities and insightful discussions.



ESSENTIAL SERVICE ADVISOR

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

PROGRAM FEE: \$795

ULTIMATE SERVICE ADVISOR

Build your expertise in scheduling and loading, writing ROs, communicating with technicians, and selling additional service recommendations.

PROGRAM FEE: \$795

MARKETING BOOTCAMP

Learn the foundations of digital marketing, including common terminology, processes and best practices by industry leaders.

PROGRAM FEE: \$995

MARKETING ANALYTICS BOOTCAMP

Learn how to analyze incoming Internet traffic and customer behaviors on your website using data from Google Analytics and other sources.

PROGRAM FEE: \$995

PROFESSIONAL SERIES

NADA.ORG/PROFESSIONALSERIES

“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

FORMAT OPTIONS

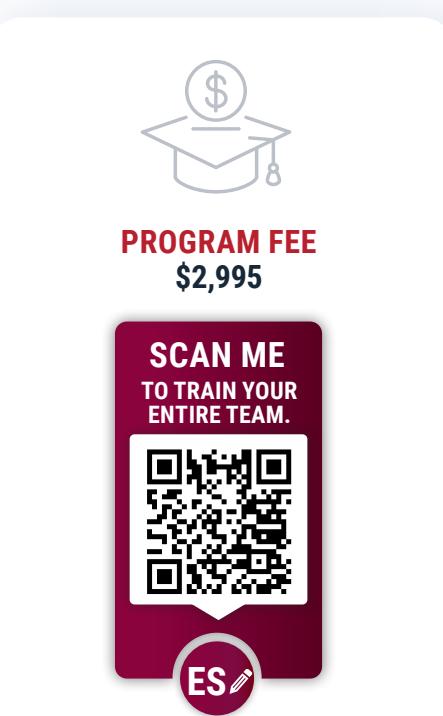
► **IN-PERSON**
Two days of department-focused training and two additional days of leadership training, all in the classroom.

► **LIVE ONLINE**
Four 3-hour sessions of department-focused training over two weeks, followed by four 3-hour sessions of leadership training, also over two weeks.

► **SELF-PACED MODULES**
Online HR and DMS training included with both format options

WHO SHOULD ATTEND
Professional Series is designed for new or aspiring department managers 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.



CURRICULUM HIGHLIGHTS

EACH PROFESSIONAL SERIES CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

MODULE 1 CHOOSE ONE

ES
 OFFICE MANAGEMENT
Protect your dealership assets by producing accurate and timely data.
(For new office managers)

ES
 OFFICE MANAGEMENT II
Boost dealership performance with financial analysis, cash flow management, process improvement, and strategic planning.
(For experienced office managers)

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

ES
 SALES MANAGEMENT
Increase your bottom line by enhancing your variable operations processes and practices.

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

MODULE 2
LEADERSHIP FOUNDATIONS
Instructor-led: in-person or live online.

MODULE 3
HUMAN RESOURCES FOUNDATIONS
Self-paced online.

MODULE 4
DMS APPLICATIONS
Provider-specific: self-paced online.

ADVANCED SEMINARS

NADA.ORG/ACADEMY/SEMINARS

“

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



DEALERSHIP BUY, SELL OR HOLD

Estimate your blue sky multiple and the intangible value of the dealership, determine 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



TALENT MANAGEMENT

Optimize your talent policies and procedures for recruiting, hiring, onboarding, developing, and retaining employees.

PROGRAM FEE: \$1,495

FORMAT OPTIONS



► IN-PERSON

Two-day or week-long instructor-led training.



► LIVE ONLINE

Six 3-hour sessions scheduled one or two days per week, over a month.

CURRICULUM HIGHLIGHTS



ADVANCED FINANCIAL MANAGEMENT

Learn to navigate the balance sheet, interpret the income statement and analyze financial data 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 and get the most from your technicians.



**PROGRAM FEE
\$2,890/PER SEMINAR**

SCAN ME
TO TRAIN YOUR
ENTIRE TEAM.



ADVANCED VEHICLE INVENTORY AND MARKETING MANAGEMENT

Learn new strategies for managing and marketing your inventory from an investment perspective to increase profitability.



ADVANCED VEHICLE SALES AND ASSOCIATE MANAGEMENT

Explore best practices to streamline your sales process and promote customer and employee retention.

ACADEMY

NADA.ORG/ACADEMY

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

Joshua Johnson,
Fourth-generation Dealer

FORMAT OPTIONS



► IN-PERSON

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



► LIVE ONLINE: DAYTIME

Six 3-hour sessions, twice a week for three weeks, every other month for a year.



► LIVE ONLINE: EVENING

Six 3-hour sessions, once a week for six weeks, every other month for a year.

CURRICULUM HIGHLIGHTS



1

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



2

PARTS MANAGEMENT
Unlock the secrets to maintaining the correct inventory mix, increasing fill rates, and decreasing obsolescence to meet strategic KPIs.



3

SERVICE MANAGEMENT
Analyze service department metrics and identify ways to improve efficiency, productivity, and proficiency while building customer loyalty.



4

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

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 applications in each area of the dealership. Through this process, you will develop an end-to-end view of business and dealership operations.



PROGRAM FEE
\$14,995

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.



5

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



6

BUSINESS LEADERSHIP
Discover your individual leadership style and how you can manage it to improve your interactions with others.



7

HOMECOMING
Collaborate with your peer network to address challenges and share solutions related to achieving the goals you set during your Academy classes.

ENGAGE

ENERGIZE NEW GROWTH AND GENERATE EARNINGS

NADA.ORG/EDUCATION

HOW IT WORKS

Engage brings together non-competitive peers in a virtual setting to talk through strategies that strengthen operations and increase profitability.

FORMAT OPTIONS



- ▶ **LIVE ONLINE (DEFAULT)**
Most groups meet virtually to reduce travel costs and increase participation. Meetings are scheduled by each group based on availability. Groups may choose a different format at time of formation.



- ▶ **FLEXIBLE SCHEDULING**
Groups decide their own meeting cadence. Sessions may be quarterly or aligned with business cycles to support consistent progress.

PROGRAM HIGHLIGHTS

Members meet to explore ideas and solve problems across all areas of dealership operations. Conversations are led by NADA subject-matter experts.

- Discuss hot industry topics.
- Review talent management approaches.
- Look for ways to improve digital marketing performance.
- Explore profitability opportunities across departments.
- Touch on topics and concepts covered in Academy.
- Build relationships with fellow group members.
- Stay connected using online tools between meetings.

ADDITIONAL FEATURES

Engage includes access to NADA's financial composite and the new NADA Analytics digital composite. These tools help members analyze performance, support conversations, and maintain accountability between sessions.



PROGRAM FEE
\$325/MONTH

NADA ANALYTICS

BECOME A MASTER OF YOUR METRICS

NADA.ORG/EDUCATION

HOW IT WORKS

NADA Analytics removes the noise and confusion around digital metrics so you can analyze your digital marketing campaigns and spend, and report them in a simple-to-read format.

CHALLENGES & SOLUTIONS



Many dealers don't have admin access to their analytics account.



OWN YOUR DATA

Set up a Google Analytics account and map website activities.



Google analytics is fragmented and difficult to analyze.



METRICS

Use standardized data and actionable metrics to increase ROI.



Your digital vendors feed you the information they want you to see.



TRACKING

Measure your digital traffic, events, and goals.



CLARITY
Discover which digital channels are driving results.



PROGRAM FEE
Analytics: \$245/month
Analytics & Financial: \$335/month

20 GROUP

NADA.ORG/20GROUP

“

The ability to bounce ideas, concerns or situations with a group of similarly-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

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 dealership.

HOW IT WORKS

Noncompeting members are grouped by franchise, dealership department, sales volume, location, travel preferences and budget. Includes 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 digital composite.
- 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.

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
- Women's
- Used Vehicle Manager



PROGRAM FEE

Traditional: \$480/month per rooftop
Financial Composite Only: \$245/month
Analytics & Financial Composite: \$335/month

IN-DEALERSHIP CONSULTING (IDC)

NADA.ORG/IDC

Bring best-practices of hundreds of dealerships directly to you with a process 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 & OBJECTIVES

Conduct an initial assessment with the dealer or GM to understand key issues impacting the dealership and set the objectives of the IDC.



PRE-VISIT ANALYSIS

Analyze your performance against comparable dealers using the industry-leading 20 Group composite, NADA Analytics and NADA performance guides.



ON-SITE ASSESSMENT WITH MANAGEMENT TEAM

Receive an on-site business review with your management team to assess performance, and uncover operational gaps and hidden profit opportunities.



DEVELOP ACTION PLAN & IMPLEMENT BEST PRACTICES

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



DEALER/GM REVIEW & FOLLOW-UP

Review business opportunities and action plans with your consultant for your management team to implement.



PROGRAM FEE

20 Group Members:
\$3,450

20 Group Non-Members:
\$4,200

Daily rate plus meeting materials and consultant travel expenses.

TAILORED TRAINING

NADA.ORG/TAILOREDTRAINING

“

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

FORMAT



► IN-PERSON

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



PROGRAM FEE

Members:
\$6,500/day

Non-Members:
\$7,000/day

Instructor travel expenses, guide materials, and possible development and/or customization fees are additional. (Pricing for international groups may vary.)

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 an understanding of the marketplace and industry trends for increased dealership profitability.



IMPROVE MORALE

Improve employee morale by building their ability to perform more effectively and efficiently.

NADA VAULT
POWERED BY 

NADA.ORG/NADAVULT

WHY CHOOSE NADA VAULT?

As vehicle technology continues to advance, and with greater data privacy compliance and regulatory obligations, dealers need practical tools to help them meet these obligations while sending information efficiently.



HOW IT WORKS

NADA Vault, powered by DealerVault, is a secure platform designed to help dealerships manage and syndicate their data among vendors, customers, and manufacturers. NADA Vault provides dealers with a simple, transparent approach that maximizes data flow efficiency, reduces cost and lowers risk.

PROGRAM BENEFITS

FOR DEALERS



- Full Data Control:** Maintain ownership and control of your data, deciding where and how it's shared with your vendors.
- Cost-Effective Operations:** Reduce unnecessary expenses by streamlining data syndication directly to preferred vendors without intermediary costs.
- Increased Security:** Robust data security protocols to protect sensitive information at rest and in transit.
- Improved Efficiency:** Integrates seamlessly with your dealership management system (DMS), saving time and reducing manual effort.
- Regulatory Compliance:** Ensures adherence to industry standards and privacy laws, minimizing risk and liability for your dealership.

FOR VENDORS



- Reliable Data Access:** Receive consistent, accurate, and timely data feeds directly from dealerships, enhancing operational reliability.
- Customizable Data Formats:** Standardizes data in formats tailored to your specific requirements, simplifying integration.
- Scalable Solution:** Supports a growing network of dealerships without additional technical complexities or increased overhead.
- Enhanced Data Quality:** Access cleaner, more accurate data, reducing errors and improving the effectiveness of your platform.
- Streamlined Operations:** Simplifies the data-sharing process, reducing administrative burdens and allowing you to focus on delivering value to your dealership partners.

FREE PROGRAM

NADA Vault is a tool available to member dealers at no cost.

HOW IT WORKS

Investing in an MBA is an investment in your future success and fulfillment. No bachelor's degree required. Seize this opportunity to take your career to new heights, leverage your Academy experience, and become a driving force in shaping the future of the transportation industry.

PROGRAM STRUCTURE

UNIVERSITY	COURSE	DURATION
 University of East London	Executive MBA	12 months
	MBA AI (Artificial Intelligence)	12 months
 International University of Valencia Rome Business School	Global MBA (NADA Graduation Receive 2 Transfer Credits Guaranteed)	12 months
	MBA AI (Artificial Intelligence) (NADA Graduation Receive 2 Transfer Credits Guaranteed)	12 months



College de Paris

MBA (Leadership and Strategy)
(NADA Graduation Receive 2 Transfer Credits Guaranteed)



Scholarship rates available
for all NADA Members
regardless of Academy
completion.

TUITION FEES START AT

\$9,000 (U.S.)
\$12,345 (CAD.)

01

OPTION
Bachelor's Degree

02

OPTION
3+ Years Management Experience
(No Bachelor's degree required)



CONTACT

 **Caroline Raffi**
caroliner@ducere.eduction

HOW IT WORKS

NADA Academy graduates earn 18 credits toward a dealership-centric Bachelor's Degree in Automotive Marketing and Management from Northwood University, and may qualify for up to 75% degree completion through professional experience and transfer of prior college credits, saving significant time and money.

PROGRAM STRUCTURE



FLEXIBLE LEARNING FOR AUTO PROFESSIONALS

- 100% online and self-paced.
- Designed for working professionals.
- Credit for prior learning and professional experience.



DEGREE OPTIONS

- **Seamless Degree Completion Pathways:** Build on your NADA Academy diploma.
- **Custom MBA Programs:** Including an Automotive & Mobility MBA, tailored for industry leaders.



FINISH WHAT YOU STARTED

- Advance your education and elevate your career with an industry respected degree from **America's Automotive University**.

CONTACT

 502.396.6108  nada@northwood.edu

Dealership Operations Instructors and Consultants

1,500+ YEARS OF COMBINED
AUTOMOTIVE EXPERIENCE



Joseph Akers



Bob Atwood



Jeffrey Bakich



Glenn Barton



Steven Brazill



Chuck Bryant



Nick Carter



Steve Cerny



Brian Crossin



Sharlene Croteau



Joel Dalbo



Jim Dodd



Eric Dreisbach



Edward Ervin



Timothy Fortune



Timothy Gavin



Ray Grapsy



Mike Gregory



Michael Hayes



Donald Hopper



Laurent Hourcle



Holt Johnston



Greg Joutras



Jim Kinsella



Debbie Letcher



Randy McCleskey



Mark Michalski



Georgia Munson



Jim O'Donnell



Jason Ortgies



Jeffrey Penn



Kolleen Tehan



Blair Tyler



Brian Sandusky



Andrew Seidenman



Kelly Smith



Don South



Augie Vasquez



Matthew Vollmers



Elton Wetteland



Leigh Yates



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