

# EDUCATION AND CONSULTING



NATIONAL AUTOMOBILE DEALERS ASSOCIATION  
[nada.org/education](http://nada.org/education)

# IDENTIFY THE RIGHT PROGRAM FOR YOU

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



## ADDITIONAL EDUCATIONAL RESOURCES

**TAILORED TRAINING**

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

**IN-DEALERSHIP CONSULTING**

Bring best practices and KPIs from hundreds of dealerships directly to your store, analyzing your people, processes, and percentages to improve performance metrics affordably to achieve long-term results.



# 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.

SCAN ME  
TO TRAIN YOUR  
ENTIRE TEAM.



ES



### 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



### LEADERSHIP DEVELOPMENT

- Championship Coaching Seminar
- Fundamentals of Effective Leadership



### DEALER PRINCIPAL/OWNER

- Dealership Buy, Sell or Hold Seminar



### CONTROLLER/CFO

- Advanced Financial Management Seminar



### OTHER

- Marketing Bootcamp
- Marketing Analytics Bootcamp
- Talent Management Seminar



**PROGRAM FEE**  
**FIRST DEALERSHIP**  
\$799/month

**EACH ADDITIONAL DEALERSHIP**  
\$499/month  
(12-month commitment)

# 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  
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ES

## 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.



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### ESSENTIAL SERVICE ADVISOR

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

**PROGRAM FEE: \$795**



ES

### ULTIMATE SERVICE ADVISOR

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

**PROGRAM FEE: \$795**



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### MARKETING BOOTCAMP

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

**PROGRAM FEE: \$995**



ES

### 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.



**PROGRAM FEE**  
**\$2,995**

**SCAN ME**  
TO TRAIN YOUR  
ENTIRE TEAM.



ES

## CURRICULUM HIGHLIGHTS

EACH PROFESSIONAL SERIES CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

### MODULE 1 CHOOSE ONE

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#### 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



ES

### 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



ES

### Championship Coaching

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

PROGRAM FEE: \$1,495



ES

### 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.

## WHO SHOULD ATTEND

Advanced seminars are for managers who have mastered foundational skills and are ready to increase effectiveness, efficiency and profitability.

## HOW IT WORKS

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

## CURRICULUM HIGHLIGHTS



ES

### ADVANCED FINANCIAL MANAGEMENT

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



ES

### ADVANCED VEHICLE INVENTORY AND MARKETING MANAGEMENT

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



ES

### ADVANCED PARTS MANAGEMENT

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



ES

### ADVANCED VEHICLE SALES AND ASSOCIATE MANAGEMENT

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



ES

### 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.



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# 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 two months for a year.

## 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.*

## 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

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



### SERVICE MANAGEMENT

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



### VEHICLE INVENTORY & MARKETING MANAGEMENT

Explore inventory management using an investment approach and analyze effective cutting-edge marketing strategies and website effectiveness.



### 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 style and how you can manage it to improve your interactions with others.



### 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.

## WHO SHOULD ATTEND

It's a practical option for ongoing development, and a natural next step for Academy graduates who want to stay connected and continue growing after Homecoming.

## 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.

### HISTORY

Start gathering historical data for meaningful comparisons.



Google analytics is fragmented and difficult to analyze.



### METRICS

Use standardized data and actionable metrics to increase ROI.

### BEHAVIOR ANALYSIS

Understand shopper intent and consumer engagement, and improve your Google reviews.



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

# IN-DEALERSHIP CONSULTING (IDC)

NADA.ORG/IDC



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.



### PROGRAM FEE

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

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.



### 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.



### DEALER/GM REVIEW & FOLLOW-UP

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



### PRE-VISIT ANALYSIS

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



### 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.



Whether your operations need a tweak or a turnaround, there's no better ROI than NADA 20 Group IDC.



### 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



NADA.ORG/NADAVULT



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



## 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.



## 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.

## 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.

## 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.



### 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.)



### 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.

### 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

UNIVERSITY	COURSE	DURATION
 <div>University of East London</div>	University of East London	Executive MBA
	University of East London	MBA AI (Artificial Intelligence)
 <div>ROME BUSINESS SCHOOL</div>	International University of Valencia Rome Business School	Global MBA (NADA Graduation Receive 2 Transfer Credits Guaranteed)
	International University of Valencia Rome Business School	MBA AI (Artificial Intelligence) (NADA Graduation Receive 2 Transfer Credits Guaranteed)
 <div>COLLEGE DE PARIS</div>	College de Paris	MBA (Leadership and Strategy) (NADA Graduation Receive 2 Transfer Credits Guaranteed)

01

OPTION  
Bachelor's Degree

02

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



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

TUITION FEES START AT  
\$9,000 (U.S.)  
\$12,345 (CAD.)

### 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.



#### EXCLUSIVE BENEFITS FOR NADA GRADUATES

- Special tuition pricing.
- Scholarship opportunities for your children.
- Enhance your credentials—and your career.



#### 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



#### CONTACT

Caroline Raffi  
caroliner@ducere.education



# 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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