



INVEST IN YOUR LEGACY

NADA Academy programs prepare current and future dealership leaders to improve each department's profitability, while examining how new technology and innovations reshape the industry.



ACADEMY

NATIONAL AUTOMOBILE DEALERS ASSOCIATION
800.557.6232 | nada.org

NADA ACADEMY

 [NADA.ORG/ACADEMY](https://nada.org/academy)

FORMAT



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 spread over three weeks live online.



LIVE ONLINE EVENING

Six 3-hour sessions, once a week, spread over six weeks live online at night.

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.

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

Joshua Johnson,
Fourth-generation Dealer

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.



FINANCIAL MANAGEMENT

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

AGENDA

- Learning financial statement geography
- Analyzing sales and gross profit
- Maximizing cash flow and profit
- Identifying and eliminating frozen capital
- Evaluating inventory performance
- Calculating total and fixed absorption
- Controlling and minimizing expenses
- Setting objectives in NADA 20 Group composite



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.

AGENDA

- Analyzing parts inventory performance
- Impact of improving first-time fill rate
- Analyzing aging inventory
- Identifying gross profit opportunities
- Understanding the benefits of the correct mix of parts
- Comprehending DMS reports
- Reconciling inventory
- Sharing best ideas



SERVICE MANAGEMENT

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

AGENDA

- Assessing gross profit opportunities
- Analyzing labor pricing strategies
- Expense analysis
- Evaluating technician and service advisor performance
- Understanding scheduling and production techniques
- Linking telephone strategies to service sales
- Service legalese
- Sharing best ideas



ATTEND JUST ONE

Certificate program allows dealership managers to attend any one week of the Academy program with the full-time student to hone skills specific to that week. Individual departmental impact is increased with the student and manager learning, and setting objectives together.



VEHICLE INVENTORY & MARKETING MANAGEMENT

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

AGENDA

- Uncovering true pre-owned department profitability
- Inventory investment analysis and GROI
- Maximizing the elements of turn: appraising, sourcing, pricing, investment quality, reconditioning, and wholesaling
- Evaluating the relationship between volume and gross
- Analyzing marketing opportunities and conversion, SEO, SEM, mobile analytics, reputation management and the value of video
- Developing dealership structure and converting leads to customers



VEHICLE SALES & ASSOCIATE MANAGEMENT

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

AGENDA

- Determining true profitability
- Identifying F&I opportunities
- Assessing compensation and benefits utilizing NADA Dealership Workforce Study
- Recruiting and developing employees
- Valuing and leveraging the customer base
- Transacting with a non-present buyer
- Building OEM relations
- Getting involved—government relations



BUSINESS LEADERSHIP

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

AGENDA

- Completion of an individual leadership assessment profile
- Understanding effective leadership theories and techniques
- Maximizing strengths and understanding weaknesses
- Developing self-awareness
- Planning for succession and management transition
- Detecting and preventing fraud in the dealerships
- Graduation celebration



HOMECOMING

Focus on objectives set in the composite during class and address challenges with additional follow-up sessions after graduation.

**ACADEMY GRADUATES
CAN RETURN TO ANY
CLASS—TUITION FREE**

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