

# EDUCATION AND CONSULTING



AMERICAN TRUCK DEALERS  
[atd.org](http://atd.org)

# IDENTIFY THE RIGHT PROGRAM FOR YOU

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



## EDUCATION INSTRUCTORS AND CONSULTANTS



Nick Carter



Edward Ervin



Ray Grapsy



## 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



## HOW IT WORKS

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



SCAN ME  
TO TRAIN YOUR  
ENTIRE TEAM.



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### 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



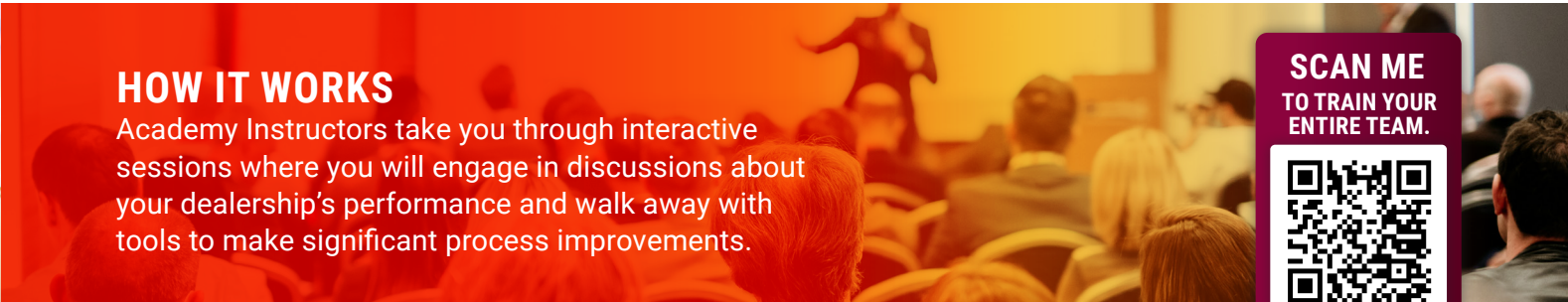
**PROGRAM FEE**  
**FIRST DEALERSHIP**  
\$799/month

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

# SEMINARS

## 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.



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## 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**

# PROFESSIONAL SERIES

“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**

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## 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.



# CERTIFICATES AND 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.

## 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



### 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.



### ADVANCED TRUCK INVENTORY AND MARKETING MANAGEMENT

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



### ADVANCED TRUCK SALES AND ASSOCIATE MANAGEMENT

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



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

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# ACADEMY

I highly recommend the ATD Academy. It is invaluable training that gave me the tools to help lead and grow our entire dealership operation. The instructors are top-notch. Networking and building lifelong relationships with your peers/students are bonus benefits of the program.

Tina Rodgers,  
Chief Operating Officer

## FORMAT OPTIONS



### ► IN-PERSON

Six one-week classroom sessions over a year, held at ATD 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.



### TRUCK INVENTORY & MARKETING MANAGEMENT

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



### TRUCK 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

## 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**

# ATD ANALYTICS

BECOME A MASTER OF YOUR METRICS

## HOW IT WORKS

ATD 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

We'll help you 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: \$235/month**  
**Analytics & Financial: \$335/month**

# 20 GROUP

# IN-DEALERSHIP CONSULTING (IDC)

## 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.

## FORMAT



### ► IN-PERSON

Three meetings per year, schedule is determined by group.

## 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

## WHO SHOULD ATTEND

20 Group is designed for owners, dealers or managers who are actively involved in running the dealership.

## PROGRAM HIGHLIGHTS

- Access to the industry-leading OEM-specific online composite.
- Expense and performance guidelines by franchise.
- ATD 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 ATD 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 AND 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, ATD Analytics and ATD 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 ATD 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



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 industry experience



## FORMAT



### ► IN-PERSON

One-, two- or three-day classes taught by an ATD 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.

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