

EDUCATION AND CONSULTING



AMERICAN TRUCK DEALERS
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.



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

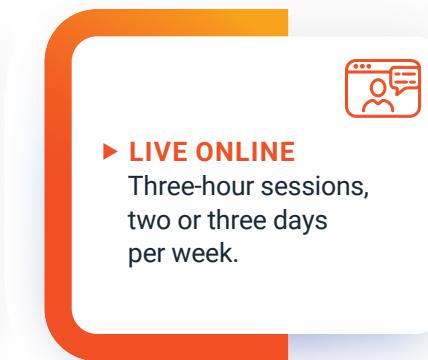
HOW IT WORKS

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.

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

PROFESSIONAL SERIES

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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

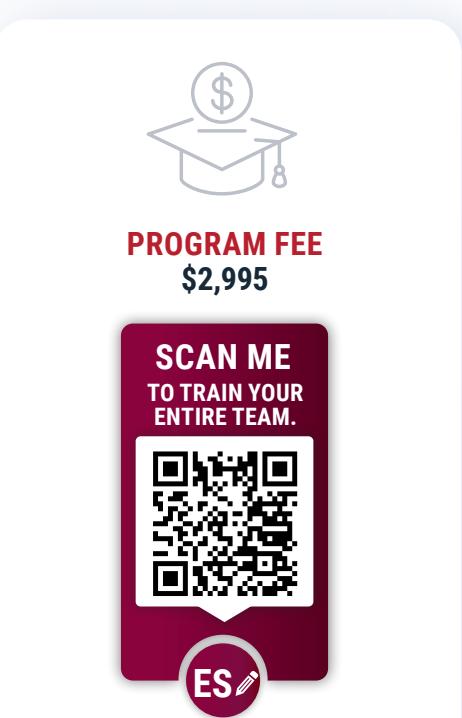
► **IN-PERSON**
Two days of department-focused training and two additional days of leadership training, all in the classroom.

► **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.

CERTIFICATES AND SEMINARS

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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.

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 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 SERVICE MANAGEMENT

Transform your service department into a more profitable operation and get the most from your technicians.



PROGRAM FEE
\$2,890/PER SEMINAR



ES

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.



ES

ADVANCED TRUCK INVENTORY AND MARKETING MANAGEMENT

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



ES

ADVANCED TRUCK SALES AND ASSOCIATE MANAGEMENT

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

ACADEMY

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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.



HOOTONING
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.
- 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.



METRICS

Use standardized data and actionable metrics to increase ROI.



BEHAVIOR ANALYSIS

Start gathering historical data for meaningful comparisons.



TRACKING

Measure your digital traffic, events, and goals.



CLARITY

Discover which digital channels are driving results.

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.



PROGRAM FEE

20 Group Members:
\$3,450

20 Group Non-Members:
\$4,200

Daily rate plus meeting materials and consultant travel expenses.

TAILORED TRAINING

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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.