IDENTIFY THE RIGHT PROGRAM FOR YOU

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

PROFESSIONAL SERIES

ADVANCED SEMINARS

EDUCATION SUBSCRIPTION

Get all NADA Professional Series classes and Academy Seminars for every employee at your store for one low monthly price!

ADDITIONAL EDUCATIONAL RESOURCES

ENGAGE

20 GROUP

ACADEMY

TAILORED TRAINING

For Dealer Groups, OEMs and Allied-Industry employees. Courses are customized to fit any combination of location, audience and department needs.
HOW IT WORKS
NADA Education Subscription provides continuous training and development for your employees.

PARTS DEPARTMENT
- Professional Series Parts Management (includes Leadership)
- Parts Management Advanced Seminar
- Cross Training: Professional Series Service Management

SERVICE DEPARTMENT
- Essential Service Advisor Seminar
- Professional Series Service Management (includes Leadership)
- Service Management Advanced Seminar
- Cross Training: Professional Series Parts Management

SALES DEPARTMENT
- Professional Series Sales Management (includes Leadership)
- Vehicle Inventory and Marketing Advanced Seminar
- Vehicle Sales and Associate Management Advanced Seminar

OFFICE MANAGER
- Professional Series Office Management (includes Leadership)
- Financial Management Advanced Seminar

CONTROLLER/CFO
- Financial Management Advanced Seminar

DEALER PRINCIPAL/OWNER
- Dealership Buy, Sell or Hold Advanced Seminar

OTHER
- Digital Marketing Bootcamp
- Talent Management Advanced Seminar

LEADERSHIP DEVELOPMENT
- Championship Coaching Advanced Seminar
- Fundamentals of Effective Leadership

FORMAT OPTIONS

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

LIVE ONLINE
Three-hour sessions scheduled one or two 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.

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.

VISIT THE FOLLOWING WEBSITE TO ACTIVATE A SUBSCRIPTION AND SEE CLASS DATES.

nada.org/educationsubscription

PROGRAM FEE
First Dealership: $699/month
Any Additional Dealerships: $399/month
(12-month commitment)

Visit the following website to activate a subscription and see class dates.

nada.org/educationsubscription

NADA EDUCATION | 800.557.6232 | nada.org/education
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 spread over two weeks, followed by four 3-hour sessions of leadership training, also spread 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 CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

OFFICE MANAGEMENT
Protect your dealership assets by producing accurate and timely data.

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

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

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

PROGRAM FEE: $2,995

Courses included in the education subscription.
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

FORMAT OPTIONS

IN-PERSON
Week-long instructor-led training.

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

WHO SHOULD ATTEND
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.

Courses included in the education subscription.

nada.org/educationsubscription

CURRICULUM HIGHLIGHTS

PROGRAM FEE: $2,850/PER SEMINAR

ADVANCED FINANCIAL MANAGEMENT
Learn to navigate the balance sheet, interpret the income statement and analyze financial statements 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 VEHICLE INVENTORY AND MARKETING MANAGEMENT
Learn new strategies for managing your inventory from an investment perspective to increase profitability.

ADVANCED VEHICLE SALES AND ASSOCIATE MANAGEMENT
Explore best practices that promote customer and employee retention.

DEALERSHIP BUY, SELL OR HOLD
Estimate your blue sky multiple and the intangible value of the dealership, determine the 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
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 application in each area of the dealership. In this process, you will develop an end-to-end view of business and dealership operations.

PROGRAM FEE: $13,600
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
The automotive industry is only as strong as the professionals, like you, who keep it moving forward. The industry is changing faster than ever, which is why NADA is offering your next opportunity for professional development. NADA Engage is your chance to interact with a group of non-competitive peers in a virtual environment to explore ways to improve your bottom line.

**HOW IT WORKS**
Meetings are facilitated by NADA automotive subject matter experts.

- Discuss hot industry topics
- Strategize about future plans
- Examine talent management solutions
- Discover ways to optimize your digital marketing efforts
- Learn approaches to improving profitability in each department
- Touch on topics and concepts taught in NADA Academy
- Build relationships with fellow members
- Stay connected using online tools in-between meetings

**ADDITIONAL FEATURES**
Rely on NADA’s exclusive financial composite and all-new NADA Analytics digital composite to drive discussions and hold members accountable.

**PROGRAM FEE:** $315/MONTH

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**NADA ENGAGE**
**ENERGIZE NEW GROWTH AND GENERATE EARNINGS**

**NADA ANALYTICS**
**BECOME A MASTER OF YOUR METRICS**

**HOW IT WORKS**
NADA Analytics removes the noise and confusion around digital metrics so you can analyze your digital marketing campaigns and spend.

**CHALLENGES & SOLUTIONS**

- **OWN YOUR DATA**
  We will help you setup your own Google Analytics account.
- **METRICS**
  Standardizes the data and events into actionable metrics.
- **HISTORY**
  Start gathering historical data for meaningful comparisons.
- **BEHAVIOR ANALYSIS**
  Understand shopper intent, consumer engagement and improve your Google reviews.
- **TRACKING**
  Track your digital traffic, events, and goals.
- **CLARITY**
  Discover which digital channels are driving results.

- 80% of dealers don’t own their digital metrics.
- Google analytics is fragmented and difficult analyze.
- Your digital vendors feed you the information they want you to see.

**PROGRAM FEE**: 
- Analytics: $225/month
- Analytics & Financial: $325/month

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NADA EDUCATION | 800.557.6232 | nada.org/education

nada.org/education
WHO SHOULD ATTEND
20 Group is designed for owners, dealers or managers who are actively involved in running the business and hold a significant equity stake in their 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 composite.
- Ongoing support from your 20 Group peers and consultant between meetings.
- Financial comparisons of your dealership against average and best-of-class dealers.
- 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.

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

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

PROGRAM FEE
- Traditional: $435/month per rooftop
- Financial Composite Only: $225/month
- Analytics & Financial Composite: $325/month

IN-DEALERSHIP CONSULTING (IDC)
In-Dealership Consulting (IDC) brings 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.

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

ESTABLISH GOALS AND OBJECTIVES
Conduct an initial assessment with the dealer or GM to understand key issues impacting the dealership and 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, where operational gaps and hidden profit opportunities are uncovered.

DEVELOP ACTION PLAN AND 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 AND FOLLOW-UP
Review business opportunities and action plans with your consultant for your management team to implement.

IDC PROGRAM FEE
- 20 Group Members: $3,450
- 20 Group Non-Members: $4,200

nada.org/20group/IDC

FORMAT
IN-PERSON
Three meetings per year, schedule is determined by group.
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 OPTIONS

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.

INCREASE PROFITABILITY
Develop a better understanding of the marketplace and industry trends for increased dealership profitability.

ENHANCE PROFICIENCY
Apply insightful analyses and innovative strategies to improve dealership operations and business management.

IMPROVE MORALE
Improve employee morale through the ability to perform more effectively and efficiently.

PROGRAM FEES
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 courses outside the U.S. may vary.)

NATIONAL AUTOMOBILE DEALER ASSOCIATION
800.557.6232 | nada.org/education