



INVEST IN YOUR LEGACY

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



ATTEND THEM ALL

Academy program includes six intensive weeklong classroom sessions at ATD headquarters in Tysons, Va., combined with hands-on practical application in each area of the dealership when back in the store.

WEEK ONE

FINANCIAL MANAGEMENT

Learn basic accounting principles and how to navigate the balance sheet and income statement at both the dealership and department levels. Interpret and analyze financial statements to identify performance improvement opportunities.

AGENDA

- ✓ Utilizing the ATD 20 Group composite
- ✓ Financial statement geography
- ✓ Analyzing sales and gross profit
- ✓ Maximizing cash flow and profit
- ✓ Identifying and eliminating frozen capital
- ✓ Evaluating inventory performance
- ✓ Calculating prescription and fixed absorption
- ✓ Controlling and minimizing expenses

WEEK TWO

FIXED OPERATIONS 1 PARTS

Recognize the critical, vital role that your parts department contributes to the success of your dealers. 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 first-time fill rate
- ✓ Analyzing aging inventory
- ✓ Identifying gross profit opportunities
- ✓ Benefits of the correct mix of parts
- ✓ Understanding DMS reports
- ✓ Reconciling inventory
- ✓ Sharing best ideas

WEEK THREE

FIXED OPERATIONS 2 SERVICE

Understand the importance of the service department and how it serves as the backbone of the dealership. Recognize the impact properly designed processes have on both the service department and the entire dealership's financial performance.

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

ACADEMY GRADUATES CAN RETURN TO ANY CLASS—TUITION FREE!

ATTEND JUST ONE

Certificate programs allow dealership managers to attend one week of the Academy program and hone skills specific to their needs.

WEEK FOUR



VARIABLE OPERATIONS 1 PRE-OWNED TRUCKS

Explore used-truck inventory under an investment management approach, with in-depth analysis of turn elements, e-commerce and digital marketing. Evaluate traditional truck strategies in the context of retailing in the internet age.

AGENDA

- ✓ Pre-owned commercial truck departmental profitability
- ✓ Inventory aging and investment analyses
- ✓ Maximizing turn through appraising, sourcing, pricing, reconditioning and wholesaling
- ✓ Evaluating the relationship between volume and gross
- ✓ Digital marketing, search traffic, SEO, SEM, conversion, mobile analytics, reputation management and video
- ✓ Converting leads to sales

WEEK FIVE



VARIABLE OPERATIONS 2 NEW TRUCKS

Recognize how new-truck profitability is directly related to asset management—employees, customers and inventory. Learn how processes in customer interaction and retention, F&I, and compensation plans affect profitability.

AGENDA

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

WEEK SIX



BUSINESS LEADERSHIP

Discover your individual leadership and management style and its impact on others. Apply the knowledge and skills gained during the first five weeks of the Academy in an ATD consultant-led mock 20 Group meeting.

AGENDA

- ✓ Completion of an individual leadership assessment profile
- ✓ Understanding effective leadership theories and techniques
- ✓ Blend of succession and management transition planning
- ✓ Mock 20 Group
- ✓ Graduation



**AMERICAN
TRUCK DEALERS**
A DIVISION OF NADA

ATD Academy
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