



# Education and Consulting



# IDENTIFY THE RIGHT PROGRAM FOR YOU

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



## 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

NADA.ORG/EDUCATIONSUBSCRIPTION

## HOW IT WORKS

NADA Education Subscription provides continuous training and development for your employees.

SCAN ME TO TRAIN YOUR ENTIRE TEAM.



ES 



### 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)
- 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

- Digital Marketing Bootcamp
- Talent Management Seminar



**PROGRAM FEE**  
**FIRST DEALERSHIP**  
 \$699/month

**EACH ADDITIONAL DEALERSHIP**  
 \$399/month  
 (12-month commitment)

# SEMINARS

NADA.ORG/ACADEMY/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.



ES 

## 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.



ES 

**ESSENTIAL SERVICE ADVISOR**  
 Learn the knowledge and skills necessary to surprise and delight your customers during every interaction.

**PROGRAM FEE: \$795**



ES 

**ULTIMATE SERVICE ADVISOR**  
 Build your expertise in scheduling and loading, writing ROs, communicating with technicians, and selling additional service recommendations.

**PROGRAM FEE: \$795**



ES 

**DIGITAL 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

SCAN ME  
TO TRAIN YOUR  
ENTIRE TEAM.



ES

## CURRICULUM HIGHLIGHTS

EACH PROFESSIONAL SERIES CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

### MODULE 1 CHOOSE ONE



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

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.

ES

+

+

+

+

### MODULE 2 LEADERSHIP FOUNDATIONS

Instructor-led: in-person or live online.

### MODULE 3 HUMAN RESOURCES FOUNDATION

Self-paced online.

### MODULE 4 DMS APPLICATIONS

Provider-specific: self-paced online.

# ADVANCED 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 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.



PROGRAM FEE  
\$2,750/PER SEMINAR

SCAN ME  
TO TRAIN YOUR  
ENTIRE TEAM.



ES

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

Joshua Johnson,  
Fourth-generation Dealer

## FORMAT OPTIONS



### ► 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 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**  
**\$14,280**

*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



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



**2 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.



**3 SERVICE MANAGEMENT**  
Understand the importance of the service department and how it serves as the backbone of the dealership.



**4 VEHICLE INVENTORY & MARKETING MANAGEMENT**  
Explore inventory management using an investment approach and analyze effective cutting-edge marketing strategies and website effectiveness.



**5 VEHICLE SALES & ASSOCIATE MANAGEMENT**  
Delve into the critical processes that drive customer and employee retention, sales and F&I to improve profitability.



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



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

# NADA ENGAGE

ENERGIZE NEW GROWTH AND GENERATE EARNINGS

NADA.ORG/EDUCATION

# NADA ANALYTICS

BECOME A MASTER OF YOUR METRICS

NADA.ORG/EDUCATION

## HOW IT WORKS

NADA Engage connects you with non-competitive peers in a virtual setting to explore strategies for improving your bottom line. It's also a great option for Academy graduates to continue networking and development after homecoming.

## HOW IT WORKS

NADA Analytics removes the noise and confusion around digital metrics so you can analyze your digital marketing campaigns and spend, and report it in a simple-to-read format.

## PROGRAM HIGHLIGHTS

The automotive industry thrives on professionals like you. As the industry evolves rapidly, NADA offers this unique opportunity to stay ahead of the curve. 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**  
**\$325/MONTH**

## CHALLENGES & SOLUTIONS

<p><b>Many dealers don't have admin access to their analytics account.</b></p>	<p><b>Google analytics is fragmented and difficult to analyze.</b></p>	<p><b>Your digital vendors feed you the information they want you to see.</b></p>
<p><b>OWN YOUR DATA</b> Set up a Google Analytics account and map website activities.</p> <p><b>HISTORY</b> Start gathering historical data for meaningful comparisons.</p>	<p><b>METRICS</b> Standardizes the data and events into actionable metrics.</p> <p><b>BEHAVIOR ANALYSIS</b> Understand shopper intent and consumer engagement, and improve your Google reviews.</p>	<p><b>TRACKING</b> Measure your digital traffic, events, and goals.</p> <p><b>CLARITY</b> Discover which digital channels are driving results.</p>

**PROGRAM FEE**  
**Analytics: \$235/month**  
**Analytics & Financial: \$325/month**

# 20 GROUP

NADA.ORG/20GROUP

# IN-DEALERSHIP CONSULTING (IDC)

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

## 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
- Spanish Language

## WHO SHOULD ATTEND

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



### PROGRAM FEE

**Traditional:** \$455/month per rooftop  
**Financial Composite Only:** \$235/month  
**Analytics & Financial Composite:** \$325/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 AND 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, where operational gaps and hidden profit opportunities are uncovered.



### 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, NADA Analytics and NADA performance guides.



### 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.



Whether your operations need a tweak or a turnaround, there's no better ROI than NADA 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

NADA.ORG/TAILOREDTRAINING



ELECTRIFIQ.ORG



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



## LEAD YOUR MARKET IN EV EXPERTISE WITH ELECTRIFIQ

Approved by NADA, ElectrifiQ certifies dealers, setting the gold standard in EV knowledge and sales techniques.



### FORMAT

#### ► 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.



#### 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 through the ability to perform more effectively and efficiently.

### HOW IT WORKS



#### PURCHASE

Two seats for the online course.



#### ENROLL

Two staff members to complete the course.



#### COMPLETE

Listing in the national ElectrifiQ network.

Distinguish your dealership and elevate your EV sales performance.

### KEY BENEFITS



#### STAND OUT

National ElectrifiQ certification boosts your dealership's EV reputation.



#### COMPREHENSIVE TRAINING

90-minute, mobile-friendly course for you and your staff.



#### JOIN A NETWORK

Access the national ElectrifiQ network.



#### DRIVE SALES

Learn techniques to address EV customer concerns.



#### PROGRAM FEE

For a two-year certification (90-minute course)

**\$199** (one seat and certification\*)

**\$495** (unlimited seats per rooftop)

\*At least two-course completions are required for a dealership to be listed as ElectrifiQ certified.



#### 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.)*



## HOW IT WORKS

Investing in a MBA is an investment in your future success and fulfillment. Seize this opportunity to take your career to new heights, leverage your Academy experience, and become a driving force in shaping the future of the transportation industry.

## WHY CHOOSE NADA VAULT?

As vehicle technology continues to advance, and with greater data privacy compliance and regulatory obligations, dealers need practical tools to help them meet regulatory requirements while sending information efficiently.

## PROGRAM STRUCTURE



### MBA PROGRAM

#### Topics/Project:

- Ethics and Problem Solving
- Diversity and Inclusive Culture
- Global Business Strategy\*
- Global Marketing and Communications\*
- Managing Transformational Change
- Leadership in Practice

#### CREDITS AVAILABLE

2 CREDITS

#### PROGRAM DURATION

12 MONTHS



### MBA PROGRAM

#### Topics/Project:

- Business Strategy Planning\*
- Strategic Marketing\*
- People and Culture
- Technology Leadership
- Strategic Leadership
- Applied Career Project

#### CREDITS AVAILABLE

2 CREDITS

#### PROGRAM DURATION

15 MONTHS



### ENHANCED SUPPORT

- Dedicated grad coach to support you from application to graduation
- Weekly live lectures with your academics
- Weekly live drop-in's with your academics
- Additional skills workshops with your Grad Coach

\*Graduating from the NADA Academy shortens the MBA program, as you're exempt from the noted courses.

## ENTRY CRITERIA

There are two options; the traditional option, a formal bachelor's qualification and an alternative option, based on demonstrated extensive management experience.

### OPTION 01

Bachelor's Degree

### OPTION 02

3+ Years Management Experience  
(No Bachelor's degree required)

## GRADUATION

Upon completion of your MBA course, you will receive an MBA from Rome Business School or College De Paris and Ducere Global Business School.



### CONTACT

Caroline Raffi  
caroliner@ducere.education



### TUITION FEES

Scholarship rate for all students this upcoming intake is:

**\$9,000 (U.S.)**  
**12,345 (CAD.)**

## HOW IT WORKS

NADA Vault, powered by DealerVault, is a secure platform designed to help dealerships manage and syndicate their data among vendors, customers, and manufacturers. NADA Vault provides dealers with a simple, transparent approach that maximizes data flow efficiency, reduces cost and lowers risk.

## PROGRAM BENEFITS

### FOR DEALERS



- **Full Data Control:** Maintain ownership and control of your data, deciding where and how it's shared with your vendors.
- **Cost-Effective Operations:** Reduce unnecessary expenses by streamlining data syndication directly to preferred vendors without intermediary costs.
- **Increased Security:** Robust data security protocols to protect sensitive information in rest and in transit.
- **Improved Efficiency:** Integrates seamlessly with your dealership management system (DMS), saving time and reducing manual effort.
- **Regulatory Compliance:** Ensures adherence to industry standards and privacy laws, minimizing risk and liability for your dealership.

### FOR VENDORS



- **Reliable Data Access:** Receive consistent, accurate, and timely data feeds directly from dealerships, enhancing operational reliability.
- **Customizable Data Formats:** Standardizes data in formats tailored to your specific requirements, simplifying integration.
- **Scalable Solution:** Supports a growing network of dealerships without additional technical complexities or increased overhead.
- **Enhanced Data Quality:** Access cleaner, more accurate data, reducing errors and improving the effectiveness of your platform.
- **Streamlined Operations:** Simplifies the data-sharing process, reducing administrative burdens and allowing you to focus on delivering value to your dealership partners.



### FREE PROGRAM

NADA Vault is a tool available to member dealers at no cost.

# Dealership Operations Instructors and Consultants

1,500+ YEARS OF COMBINED  
AUTOMOTIVE EXPERIENCE



Joseph Akers



Bob Atwood



Jeffrey Bakich



Glenn Barton



Steven Brazill



Chuck Bryant



Nick Carter



Steve Cerny



Mario Clementoni



Brian Crossin



Sharlene Croteau



Joel Dalbo



Frank DeGradi



Jim Dodd



Eric Dreisbach



Edward Ervin



Timothy Fortune



Timothy Gavin



Ray Grapsy



Michael Hayes



Donald Hopper



Laurent Hourcle



Greg Joutras



Jim Kinsella



Debbie Letcher



Randy McCleskey



Mark Michalski



Georgia Munson



Jim O'Donnell



Jason Ortgies



Richard Parrish



Jeffrey Penn



Mark Ruble



Kolleen Tehan



Blair Tyler



Andrew Seidenman



Kelly Smith



Don South



Augie Vasquez



Matthew Vollmers



Heather Westman



Elton Wetteland



Edie Wines



NATIONAL AUTOMOBILE DEALER ASSOCIATION  
800.557.6232 | [nada.org/education](http://nada.org/education)