



Education and Consulting



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

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



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 Truck Inventory and Marketing Seminar
- Advanced Truck 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

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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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.



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



DIGITAL MARKETING BOOTCAMP
 Learn the foundations of digital marketing, including common terminology, processes and best practices by industry leaders.

PROGRAM FEE: \$995

PROFESSIONAL SERIES

HOW IT WORKS

Each Professional Series Certification includes four instructional modules that may be taken in any order over the course of 12 months.

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 industry training. Ideal candidates are new to a leadership position within a dealership department, aspire to become a department manager or have accelerated growth opportunities.



PROGRAM FEE
\$2,995

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CURRICULUM HIGHLIGHTS

EACH PROFESSIONAL CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

MODULE 1 CHOOSE ONE



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.



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.

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 your inventory from an investment perspective to increase profitability.



ADVANCED TRUCK SALES AND ASSOCIATE MANAGEMENT

Explore best practices that promote customer and employee retention.



PROGRAM FEE
\$2,750/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 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 TRUCK INVENTORY & MARKETING MANAGEMENT

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



5 TRUCK 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.

ATD ENGAGE

ENERGIZE NEW GROWTH AND GENERATE EARNINGS

HOW IT WORKS

ATD 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 their networking and development after homecoming.

PROGRAM HIGHLIGHTS

The automotive industry thrives on professionals like you. As the industry evolves rapidly, NADA offers this unique opportunity for staying ahead of the curve. Meetings are facilitated by ATD industry 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 ATD Academy



Build relationships with fellow members



Stay connected using online tools in between meetings

ADDITIONAL FEATURES

Rely on ATD's exclusive financial composite and all-new ATD Analytics digital composite to drive discussions and hold members accountable.



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 it 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

Standardizes the data and events into actionable metrics.

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: \$325/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
- Spanish Language

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: \$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, ATD Analytics and ATD 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 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 through the ability to perform more effectively and efficiently.

AMERICAN TRUCK DEALERS
800.557.6232 | atd.org

