

Education and Consulting

NATIONAL AUTOMOBILE DEALERS ASSOCIATION nada.org/education

IDENTIFY THE RIGHT PROGRAM FOR YOU

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





For Dealer Groups, OEMs and Allied-Industry employees. Courses are customized

Bring best practices and KPIs from hundreds of dealerships directly to your store, analyzing your people, processes, and percentages to improve

EDUCATION SUBSCRIPTION

NADA.ORG/EDUCATIONSUBSCRIPTION

SEMINARS

HOW IT WORKS

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



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PARTS DEPARTMENT

- Professional Series Parts Management (plus Leadership)
- Advanced Parts Management Seminar

OFFICE MANAGER

• Advanced Financial

CONTROLLER/CFO

• Advanced Financial

Management Seminar

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Management Seminar

Professional Series Office

Management (plus Leadership)

• Cross Training: Professional Series Service Management

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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

LEADERSHIP DEVELOPMENT

- Championship Coaching Seminar
- Fundamentals of Effective Leadership

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OTHER

- Digital Marketing Bootcamp
- Talent Management Seminar

ES / SALES DEPARTMENT

- Professional Series Sales Management (plus Leadership)
- Advanced Vehicle Inventory and Marketing Seminar
- Advanced Vehicle Sales and Associate Management Seminar



DEALER PRINCIPAL/OWNER

• Dealership Buy, Sell or Hold Seminar



PROGRAM FEE FIRST DEALERSHIP \$699/month

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

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.

FORMAT OPTIONS



► LIVE ONLINE Three-hour sessions. two or three days per week.



ESSENTIAL SERVICE ADVISOR

Learn the knowledge and skills

necessary to surprise and

delight your customers during

every interaction.

PROGRAM FEE: \$795

ULTIMATE SERVICE ADVISOR

and loading, writing ROs, communicating with technicians, and selling additional service recommendations.

PROGRAM FEE: \$795

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WHO SHOULD ATTEND

Seminars allow interested employees to elevate their departmental knowledge and hone skills through real-world activities and insightful discussions.



Build your expertise in scheduling



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 departmentfocused training and two additional days of leadership training, all in the classroom.

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► 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

CURRICULUM HIGHLIGHTS

EACH PROFESSIONAL SERIES CERTIFICATION INCLUDES THE FOUR INSTRUCTIONAL MODULES BELOW.

MODULE **1** CHOOSE ONE FS / 600 **OFFICE MANAGEMENT** PARTS MANAGEMENT Protect your dealership Unlock frozen capital assets by producing and stock the correct accurate and timely data. mix of parts to increase first-time fill rate.

LEADERSHIP FOUNDATIONS Instructor-led: in-person or live online.

MODULE 3 **HUMAN RESOURCES FOUNDATION** Self-paced online.

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.

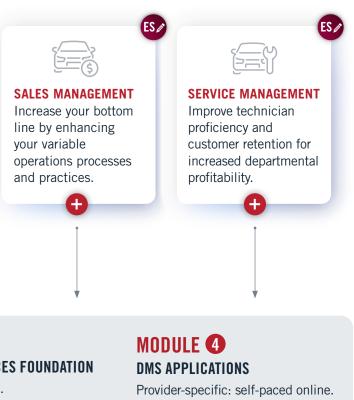


PROGRAM FEE \$2.995



NADA.ORG/PROFESSIONALSERIES





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

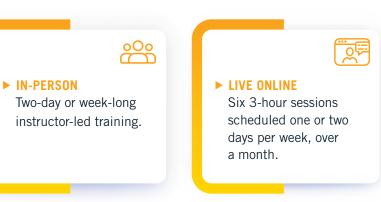


TALENT MANAGEMENT

Optimize your talent policies and procedures for recruiting, hiring, onboarding, developing, and retaining employees. PROGRAM FEE: \$1,495

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FORMAT OPTIONS



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.

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.

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.



NADA.ORG/ACADEMY/SEMINARS





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





PROGRAM FEE \$2.750/PER SEMINAR



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

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.

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LIVE ONLINE: EVENING Six 3-hour sessions, once a week for six

weeks, every two months for a year.

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 Discover the importance of having the correct inventory mix and how this impacts other departments, as well as the entire dealership's financial performance.



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

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

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.

NADA.ORG/ACADEMY





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



VEHICLE INVENTORY & MARKETING MANAGEMENT

Explore inventory management using an investment approach and analyze effective cuttingedge marketing strategies and website effectiveness.



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

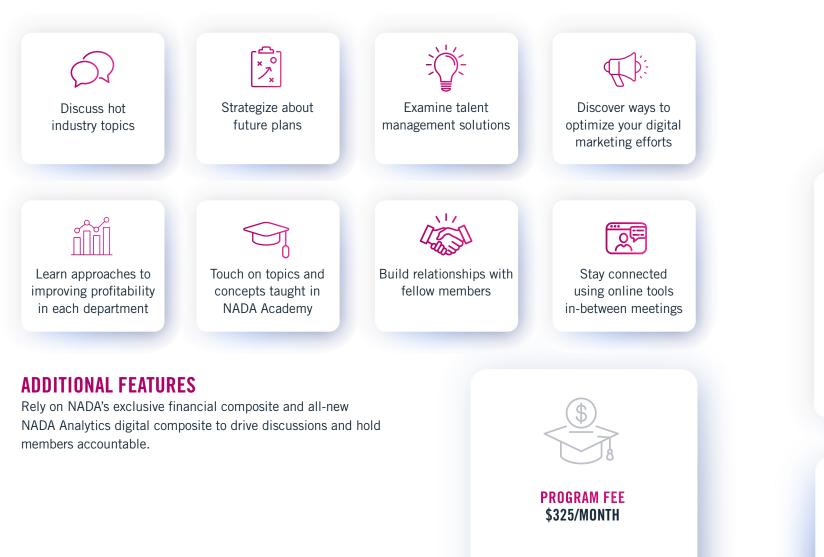
NADA ANALYTICS **BECOME A MASTER OF YOUR METRICS**

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.

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.



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.

CHALLENGES & SOLUTIONS

OWN YOUR DATA

HISTORY

Start gathering

historical data for

meaningful comparisons.



Understand shopper intent and consumer engagement, and improve your Google reviews.



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

NADA.ORG/EDUCATION





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.

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.

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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.

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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



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

► 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.



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 businessapplication exercises to develop strategies to maximize performance.

CURRICULUM HIGHLIGHTS



Designed for any combination of audience and department needs for up to 30 participants.

Ш **INCREASE PROFITABILITY**

Develop an understanding of the marketplace and industry trends for increased dealership profitability.

and business management.

ENHANCE PROFICIENCY

Apply insightful analyses

and innovative strategies to

improve dealership operations

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LEAD YOUR MARKET IN EV EXPERTISE WITH ELECTRIFIQ

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

HOW IT WORKS





PURCHASE Two seats for the online course.

ENROLL Two staff members to complete the course.

KEY BENEFITS

283 12 **STAND OUT** National ElectrifIQ certification boosts your dealership's EV reputation.

-`⊘`-**COMPREHENSIVE TRAINING** 90-minute, mobilefriendly course for you and

your staff.

<u>୭</u>–୭ |{ଫ୍ଟି| ୭–୭ JOIN A NETWORK Access the national ElectrifIQ network.

Ц **DRIVE SALES** Learn techniques to address EV customer concerns.

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ELECTRIFIQ.ORG





COMPLETE Listing in the national ElectrifIQ network.

Distinguish your dealership and elevate your EV sales performance.

In collaboration with Sustainable



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.

GLOBAL MBA

COURSES.DUCERE.EDUCATION/NADA

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.

@NADA VAULT POWERED BY C DEALERVAULT

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

*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, vou will receive an MBA from Rome Business School or College De Paris and Ducere Global Business School.



Caroline Raffi caroliner@ducere.eduction



ENHANCED SUPPORT

to graduation

your academics

your academics

• Dedicated grad coach to

• Weekly live lectures with

• Weekly live drop-in's with

• Additional skills workshops

with your Grad Coach

support you from application

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.



FREE PROGRAM

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

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NADA.ORG/NADAVAULT



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 datasharing process, reducing administrative burdens and allowing you to focus on delivering value to your dealership partners.

Dealership Operations Instructors and Consultants 1,500+ YEARS OF COMBINED





Joseph Akers

Bob Atwood





Glenn Barton



Steven Brazill



Nick Carter



Mario Clementoni





Sharlene Croteau



Joel Dalbo



Frank DeGradi











Eric Dreisbach

Timothy Fortune



Timothy Gavin



Michael Hayes



Donald Hopper



Laurent Hourcle



Edward Ervin



Jim Kinsella



Debbie Letcher



Randy McCleskey



Mark Michalski Georgia Munson



Jim O'Donnell



Richard Parrish





Jeffrey Penn



Mark Ruble



Kolleen Tehan



Blair Tyler



Andrew Seidenman



Kelly Smith







Matthew Vollmers



Heather Westman

Elton Wetteland



Edie Wines











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Greg Joutras

Jason Ortgies



Augie Vasquez

