



Education and Consulting



IDENTIFY THE RIGHT PROGRAM FOR YOU

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



SEMINARS



PROFESSIONAL SERIES



ADVANCED SEMINARS



ACADEMY



ENGAGE



20 GROUP

ADDITIONAL EDUCATIONAL RESOURCES



EDUCATION SUBSCRIPTION

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



TAILORED TRAINING

For Dealer Groups, OEMs and Allied-Industry employees. Courses are customized to fit any combination of location, audience and department needs.

EDUCATION SUBSCRIPTION

NADA.ORG/EDUCATIONSUBSCRIPTION



SEMINARS

NADA.ORG/ACADEMY/SEMINARS



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

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

SALES DEPARTMENT



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



Courses included in the education subscription.

nada.org/educationsubscription



ESSENTIAL SERVICE ADVISOR

Learn the knowledge and skills necessary to surprise and delight your customers during every interaction.

PROGRAM FEE: \$795



ES DIGITAL MARKETING BOOTCAMP

Learn the foundations of digital marketing including common terminology, business processes, and best practices recommended by industry leaders.

PROGRAM FEE: \$995

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

PROFESSIONAL SERIES

NADA.ORG/PROFESSIONALSERIES



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.

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.



PROGRAM FEE: \$2,995



Courses included in the education subscription.

nada.org/educationsubscription

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: \$2,650/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

ACADEMY

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

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 spread over three weeks live online.



LIVE ONLINE: EVENING

Six 3-hour sessions, once a week, spread over six weeks live online at night.

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.

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



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.



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 cutting-edge marketing strategies and website efficiency.



VEHICLE SALES & ASSOCIATE MANAGEMENT

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



BUSINESS LEADERSHIP

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



MEET THE FACULTY

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

PROGRAM FEE: \$13,600

nada.org/academy



NADA ENGAGE

ENERGIZE NEW GROWTH AND GENERATE EARNINGS

NADA.ORG/EDUCATION



NADA ANALYTICS

BECOME A MASTER OF YOUR METRICS

NADA.ORG/EDUCATION



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

nada.org/education

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



80% of dealers don't own their digital metrics.



OWN YOUR DATA

We will help you setup your own Google Analytics account.



Google analytics is fragmented and difficult analyze.



METRICS

Standardizes the data and events into actionable metrics.



Your digital vendors feed you the information they want you to see.



TRACKING

Track your digital traffic, events, and goals.

HISTORY

Start gathering historical data for meaningful comparisons.

BEHAVIOR ANALYSIS

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

CLARITY

Discover which digital channels are driving results.



PROGRAM FEE

Analytics: \$225/month

Analytics & Financial: \$325/month

nada.org/education

20 GROUP

NADA.ORG/20GROUP



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

FORMAT



IN-PERSON

Three meetings per year, schedule is determined by group.

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.
- 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.

IN-DEALERSHIP CONSULTING (IDC)

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 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.

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



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

Daily rate, plus consultant travel expenses

nada.org/20group/IDC

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

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.)

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.

ENHANCE PROFICIENCY

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

INCREASE PROFITABILITY

Develop a better 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.

