

NADA-ATD

Academy



NADA Academy programs prepare current and future dealership leaders to direct and improve the **OPERATIONS** and **FINANCIAL RESULTS** of each department within the dealership.

- Dealer Candidate Academy
- General Dealership Management
- ATD Truck Dealer Academy
- Special Ops Certificate Programs
- Department-Specific Seminars

Attend Them All: Academy programs (DCA, GDM, and ATD) include six intensive weeklong classroom sessions at NADA in McLean, VA combined with hands-on practical application in each area of the dealership while back in the store. Dealership operations are taught in the areas outlined below. (see reverse for program details)

Week

1

Financial Management

Students are introduced to basic accounting principals and how to navigate the balance sheet and income statement at both the dealership and department level. Students learn how to interpret and analyze financial statements to identify performance improvement opportunities.

AGENDA

- Using the 20 Group composite
- Maximizing cash flow and profit
- Identifying frozen vs. working capital
- Evaluating inventory performance
- Calculating total absorption
- Analyzing sales and gross profit
- Controlling and minimizing expenses

Week

2

Fixed Ops I – Parts

Students are exposed to the number one problem in the parts department—obsolescence—and its costs and root causes. Students discover the importance of having the correct inventory mix and its impact on other departments as well as the entire dealership’s financial performance.

AGENDA

- Analyzing inventory performance
 - Aging inventory
 - Gross and true turns
 - First time fill rate
- Understanding DMS reports
- Reconciling inventory
- Group case study
- Sharing of best ideas

Week

3

Fixed Ops II – Service

Students are taught the importance of the service department and how it serves as the “backbone” of the dealership. Students will recognize the impact that 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
- Evaluating technician and service advisor performance
- Understanding production and scheduling techniques
- Linking telephone strategies to service sales
- Legal requirements in service
- Sharing of best ideas

“The Academy taught us in 11 short months what would have

Class Weeks

Attend Just One: Special Ops Certificate Programs allow dealership managers to attend any of the first five weeks of the Academy Program and hone skills specific to their needs.

Week

4

Variable Ops I – Pre-Owned Vehicles

Students explore used-vehicle management, digital marketing, and showroom control. Students will be further challenged to evaluate traditional automotive strategies and analysis in the context of retailing in the internet age.

AGENDA

- Used-vehicle departmental profitability and inventory aging analysis
- Appraising, reconditioning, sourcing, and wholesaling
- Evaluating the relationship between volume and gross
- Digital marketing including SEO, SEM, conversion, mobile, analytics, reputation management, and video
- Converting leads to sales

Week

5

Variable Ops II – New Vehicles

Students recognize that new-vehicle profitability is directly related to asset management—our employees, our customers, and our inventory. Students learn how processes in customer interaction and retention, F&I, leasing, and compensation plans affect profitability.

AGENDA

- Determining true profitability
- Identifying F&I opportunities
- Assessing compensation and benefits
- Recruiting and developing employees
- Valuing and leveraging the owner base
- Creating telephone strategies
- Developing a measurable business plan

Week

6

Business Leadership

Students discover their individual leadership and management styles and their impact on others. Students apply the knowledge and skills gained throughout the first five weeks of the Academy in order to develop and present a business plan to their classmates.

AGENDA

- Completion of an individual leadership profile
- Understanding effective leadership theories and techniques
- Presentation of business plans
- Succession planning and the dynamics of transitioning the family business (DCA)
- Local in-dealership analysis and consultation (GDM)

taken 30 YEARS to acquire through dealership experience.”

Joshua Johnson, 4th Generation Dealer, Don Johnson Motors, Rice Lake, WI

Academy Programs



Dealer Candidate Academy (DCA) & General Dealership Management (GDM)

The DCA and GDM programs are a year long and include six one-week classroom sessions at NADA in McLean, VA combined with hands-on practical application in each area of the dealership while back in the store.

CANDIDATE PROFILE	DCA PROGRAM	GDM PROGRAM
Minimum Experience in a Management Position	1 Year (required)	1 Year (required)
Total Experience in a Management Position	1 – 5 Years (typical but not required)	5+ Years (typical but not required)
Future Dealership Role	Dealer Successor Candidates and Future Dealer Operators	Professional Managers
Curriculum: Week 1 – Week 5	Same	Same
Curriculum: Week 6	Business Leadership + Succession Planning	Business Leadership + In-dealership Analysis/Consultation



ATD TRUCK DEALER ACADEMY

The ATD Truck Dealer Academy is a one-of-a-kind program designed exclusively for operators, professional managers, and successor candidates at medium- and heavy-duty truck dealerships.

The program consists of six one-week classroom sessions at NADA offices in McLean, VA, each separated by eight weeks of in-dealership program assignments. Class weeks follow the same sequence as the DCA and GDM programs and the topic areas and content are customized to fit the needs and operations of truck dealers and the overall truck industry.

SPECIAL OPS CERTIFICATE PROGRAM

Allows dealership managers (e.g., General Manager, Controller, Department Manager, etc.) to attend any of the first five weeks of the Academy Program and hone skills pertinent to their needs.

Specialist in Operations Certificates are offered in:

- Financial Management
- Fixed Ops I – Parts
- Fixed Ops II – Service
- Variable Ops I – Pre-Owned Vehicles
- Variable Ops II – New Vehicles

SEMINARS

Seminar programs are designed exclusively for dealership managers and department managers and are separate from the Academy and Special Ops programs:

- Service (Car-Specific) Apr. 21-25, 2014
- Service (Truck-Specific) Nov. 10-14, 2014
- Parts (Cars and Trucks) Aug. 18-22, 2014

Academy programs can be customized for large dealer groups in order to address the unique challenges imposed by multiple manufacturers and/or brands as well as multiple locations with large, diverse, staff requirements. For details, email the Academy Director at academy@nada.org or call us at **800.557.6232**.

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