

NADA UNIVERSITY

**Online**

NATIONAL AUTOMOBILE DEALERS ASSOCIATION



# TRAINING CATALOG

September 2015

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# Training Catalog

## BODY SHOP

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### Marketing

- Body Shop for Trucks
- Body Shop Profits Time is Money
- Grow Your Body Shop Profit Center
- Performance and Analysis

## CUSTOMER RELATIONS

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- Automotive CRM and Sales Force Automation
- Basic Telephone Skills for Dealership Personnel
- Customer Relations Checklist
- Customer Relations: Profits, Not Problems

## DEALER-EXECUTIVE

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### Fundamentals

- Balance Sheet Fundamentals
- Cash Flow Fundamentals
- Cash Management for Commercial Trucks
- Cash Reporting: The Buck Stops Here
- Income Statement Fundamentals
- Introduction to Automotive Accounting

### Business Management

- 2025 Dealership Vision What Lies Ahead!
- Audit Your Advertising A Six Figure Decision
- Best Ideas and Practice from NADA 20 Groups 2014
- Best Ideas and Practices From NADA 20 Groups 2015
- Bridge the Gap Ninjas Skills for Controllers
- Cash Flow Management
- Cash Management for Heavy Duty Trucks
- Checklist for IT and DMS Dealer Operations
- Choosing and Working With Your CPA
- Computer Policies: Eliminating Risks
- Conquer Controller's Biggest Challenges
- Create a Powerful and Fully Integrated BDC
- Create a Superior Dealership Insurance Program
- Dealer/General Manager Planning Calendars
- Dealer Survival Checklist (For Dealer's Eyes Only)
- Dealership Transformation High-Performing Business
- Design and Execute Your Strategic Plan
- Driving Dealership Performance
- Financial Management
- How to Avoid Next Generation Family Landmines ATD
- Improve Cash Flow and Profits Through Green Initiatives

### Business Management (*continued*)

- Leveraging the Internet to Drive Sales
- Selecting IT Vendors
- Insurance Analysis Checklist
- Internet Process Management
- Property-Casualty Insurance Coverage
- Seven Habits of Highly Profitable Dealers
- Strategies for Increasing Your Business' Value
- The Internet Challenge: Structuring Your Dealership for Success
- Top Questions You Should Ask Your CFO or Controller
- Winning Leadership Skills and Used-Car Strategies

### Business Succession Planning

- Business Succession Planning (For Dealer's Eyes Only)
- Corporate Cash Maximize Returns. Balance Risk
- Exit the Dealership Without Being Clobbered by Taxes
- Preserve Dealer Wealth Through Creative Solutions
- Start Your Succession Plan Now: It's Not Too Late!
- Ten Tips for Family Business Success and Harmony

### Buy - Sell

- Buy Sell Dos and Don'ts in Today's Market
- Dealership Valuation (For Dealer's Eyes Only)

### Facility

- Drive Profits Using LEDs to Light Your Dealership
- ENERGY STAR® Putting Energy into Profits
- Gain Control of Your Facility Construction Costs

# Training Catalog

## DEALER-EXECUTIVE (CONTINUED)

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### Fraud and Theft Protection

- Preventing and Detecting Fraud (For Dealer's Eyes Only)
- Preventing and Detecting Fraud in Your Dealership
- Red Flags: Stopping Identity Thieves Before They Strike
- Think Like a Thief

### Legal, Regulatory, and Compliance

- Adverse Action Notices
- Avoid Hidden Tax Triggers When Selling and Restructuring
- Comply with Federal Advertising Requirements
- Comply with Federal Advertising Requirements
- Conquer Compliance Protect Your Profits and Legacy
- Dealer Advertising New Federal Compliance Mandates
- Dealer Data Protect Yourself and Your Valuable IP
- DRAFT Trust and Transparency Data Privacy Management
- Electronic Disclosure Roles for Dealership Online Commerce
- Explore Hot Tax Topics with Industry Experts 2014
- Explore Hot Tax Topics with Industry Experts 2015
- Federal Defect and Noncompliance Safety Recalls
- Federal Excise Tax Compliance
- Federal Excise Tax Risk and Prevention
- Federal Hazmat Transportation Regulations, 3rd ed.
- Federal Regulatory Update for Car Dealers 2014
- Federal Regulatory Update for Truck Dealers 2014
- Federal Regulatory Update for Truck Dealers 2015
- Federal Tax Issues
- Federal Tax Treatment of Demos
- FTC Affiliate Marketing Rule
- FTC Privacy Rule and the Model Privacy Notice
- FTC Red Flags and Address Discrepancy Rules
- Lockout/Tagout (LOTO): Controlling Hazardous Energy
- Manage IRS Audit Risks for Federal Excise Tax
- OSHA Single and Multi-Piece Rim Service Rule
- OSHA's Repeal of Dealer Recordkeeping Exemptions

### F & I

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- Balance Sheet Fundamentals
- Building a Special Finance Department
- Cash Flow Fundamentals
- Cash Management for Heavy Duty Trucks
- Cash Reporting: The Buck Stops Here
- Credit Crisis: Implications and Opportunities
- F&I and the Internet Customer

### Legal, Regulatory, and Compliance (continued)

- Power of Paper Compliant, Consistent, and Confident
- Product Liability
- Risk-Based Pricing Rule
- Tales from the Other Side: A Regulator Speaks
- Taxpayer Identification and Backup Withholding
- Who Let the Data Out Avoid Security Threats

### Personnel Management and Leadership

- A New Perspective on Time More Purpose More Power
- Create and Cultivate a Winning Culture.doc
- Diversity as a Business Imperative, 2nd ed.
- Don't Let a Culture Problem Flat line Your Dealership
- DRAFT NextGen Dealers Leading the Future Their Way, Today
- Employment Verification & Eligibility
- Family and Medical Leave Act
- Focus On Better Before Bigger
- Healthcare 2014 Thrive in the Obamacare Era
- Healthcare Reform Update 2014 and Beyond
- Lead the Next Generation of Employees
- Leaders Take the Stairs
- Manage a Multi-Generational Dealership
- Recruit, Hire, Train and Retain X-Factor Sales Teams
- Seven Insurance Traps That Could Snare Your Store
- Simple Strategies to Retain Gen Y Employees
- Stop Making Your Employees Want to Run Away
- Stop Managing People and Start Creating Champions
- Strategies for Retaining the Best Employees
- Strategies to Attract Top Talent
- Ten Tips to Hire and Retain Top Talent
- The Asking Formula
- The POWER in Training: Sell a Car Backwards!

### Other

- Drive Profits Using LEDs to Light Your Dealership

- F&I: Selling to All Customers
- Financing and Subprime Credit Catch the Wave
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- Leasing as a Finance Alternative
- Millennial F&I
- Seven Pillars of Subprime Maximize Today's Opportunity
- Special F&I for the Normal Guy

# Training Catalog

## MARKETING AND COMMUNICATIONS

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### Analytics

- Before a Form Predictive Analytics for Sales
- Create an Advantage on Google Using Video SEO
- CRM Ninja Skills Unleashed!
- Market-Based Pricing Gone Bad
- Sell More Cars with Google Analytics
- Solve Wireless, Cyber Liability & Software Piracy
- Stop Wasting Money Start Selling Cars with Analytics
- The New 360-Degree View of Call Management

### Digital Technologies

- Capture Consumers in a Multi-Device World
- Five Myths of Live Chat Debunked...By a Car Dealer
- Leverage the Power of an iPad to Sell More Cars
- Link Digital Marketing to the Financial Statement
- Tap into Mobile to Reach New Car Buyers!
- Text and Engage with Today's Changing Consumers
- Use Tablets to Gain and Retain Without Pain
- Video The Most Powerful Tool for Your Dealership

### Internet

- Advanced Internet Performance Strategies
- Branding, Content, and Website Presence ROI
- Content: Shoppers are Begging You for It!
- Digital Retailing Secrets of the Top One Percent
- Double Your Internet Sales in 90 Days
- Increase Sales & Fixed Ops with Email Marketing
- Mobile in 2015 Why Your Website Must be Responsive
- Online Reviews Drive Sales and Service
- Online Strategies for Winning Gen X and Gen Y Buyers
- Shoppers are Begging You For It
- Structure Your Store for Lasting Internet Success
- The Digital Crisis that is Slowly Killing Your Dealership
- The Holy Grail 21st Century Media Technologies
- The keys to a highly productive Internet Dealership
- Website Grader Specifically for Automotive Websites
- Why Online Retailing Will Keep You in Control

### Performance and Analysis

- Digital Retailing Customers to the Showroom
- Top Tactics to Leverage Your Digital Properties
- Use Vehicle History to Build Consumer Confidence

### Social Media

- Ask Google and EBay How to Help You Sell More Product
- Ask Twitter and Facebook How to Help You Sell More Product
- Marketing to Millennials - You're Doing it Wrong
- Social Advertising I'll Click on That!
- The Fan Factor Sell More Cars with Social Media
- Two Google Advertising Tactics You Aren't Using

### Traditional

- Be Anti-Social and Win
- Supercharge Local TV Ads by Targeting Real Customers
- The Death of Traditional Media Has Been Exaggerated
- Word-of-Mouth Marketing Get Your Brand Out There

### Other

- Balance Sheet Fundamentals
- Build Brand Trust with a Teen Driving Safety Program
- Car Buyer of the Future
- Cash Flow Fundamentals
- Cross-Promotion Events to Drive Immediate Sales
- From Living Room to Showroom: How TV Drives Digital
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- Ladies and Gentlemen Meet Your Customer
- New Owner Orientation Seminars: Small Cost = Big Payoff
- People-Driven Marketing Will Drive Your Sales
- The Needs of NextGen Buyers: What Makes Them Click?
- Use Vehicle History to Build Consumer Confidence
- Winning Leadership Skills and Used-Car Strategies

# Training Catalog

## NEW AND PRE-OWNED VEHICLES

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### Performance and Analysis

- Appraisal-to-Trade Ratios
- Auctions: Controlling Inventory, Increasing Profits
- CPO Science
- NADA Inventory Planner
- Understand and Manage Used Trucks
- Used-Vehicle Strategies and Solutions
- You Can Make Gross Profit in the Digital Age

### Sales

- 13 Never-Before-Shared Strategies to More CPO Sales
- Are You Using a 1980's Sales Model in a 2015 World
- Benefits & Challenges of a One-Price Selling Strategy
- Cash Management for Heavy Duty Trucks
- Common Mistakes Automotive Salespeople Make
- Exceed Online Sales Goals: Gain Position of Strength over the Phone
- Execute a "Catch and Keep" Customer Strategy
- Five Strategies for Building a Winning Sales Team
- Front-End Fundamentals Eight Keys to Driving a Sale
- Front-End Fundamentals Eight Keys to Driving a Sale
- How to Implement One Price Selling
- Increasing Sales Through Prospecting
- Outdated Training Fibs That are Costing You Sales

## PARTS

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### Marketing

- Accessory Sales 101: Maximize Aftermarket Profit
- Market Beyond the Ordinary with Accessories
- Market Parts and Service to Today's Online Customer
- Parts Success = Specific Processes and Formulas
- Proven Digital Strategies that Increase Fixed Ops
- Proven Fixed Ops Marketing Tactics You're Not Using

### Performance and Analysis

- Discounting Trucks
- Improving Parts Inventory Efficiency
- Evaluate Parts Inventory Using Your DMS Summary Analysis
- Measure Parts Inventory Performance
- Measuring Parts Department Profitability
- Overcoming Obsolescence
- Parts Checkup: Performance Level Analysis
- Parts Management and Profitability, 3rd ed.

### Sales (continued)

- Phone Strategies for Today's Internet-Savvy Customer
- Save-a-Deal Meetings
- Selling Vehicle Safety
- Strategies for Effective Sales Training
- The POWER in Training: Sell a Car Backwards!
- The Roadmap to Becoming a Millionaire Car Salesman
- Total View of Customer Insights Drive Showroom Sales
- Trade Appraisals in a Transparent Market
- Unleash the Raging Bull in Your Used Car Department
- Use Vehicle History to Build Consumer Confidence
- Used Trucks: The Forgotten Profit Center
- Using Technology to Sell the Way Consumers Want to be Sold
- What's Next for Your Sales Department
- Winning Words Language Pathways for Sales & Service

### Other

- Balance Sheet Fundamentals
- Cash Flow Fundamentals
- Cash Management for Heavy Duty Trucks
- Five Myths of Live Chat Debunked...By a Car Dealer
- Gain Traffic and Sales by Making TV Ads
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- The Needs of NextGen Buyers: What Makes Them Click?

### Performance and Analysis (continued)

- The DMS Summary Analysis as a Parts Inventory Management Tool for Commercial Truck Dealers
- Top Five Ideas for Managing Parts Department Inventory Performance
- Your Parts Inventory Treasure or Trash

### Recruiting and Retention

- Develop Profitable and Efficient Parts Managers
- Service and Parts Communication: Creating a Fixed Operations Team

### Other

- Balance Sheet Fundamentals
- Cash Flow Fundamentals
- Cash Management for Heavy Duty Trucks
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- Unlocking Frozen Capital in Your Parts Department

# Training Catalog

## SERVICE

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### Marketing

- Ivy League Financial Formula for Success in Service
- Let Your Social Media Sell Your Service
- Proven Digital Strategies that Increase Fixed Ops
- Proven Fixed Ops Marketing Tactics You're Not Using
- Retention, Retention, Retention
- Service Drive Your Other Sales Floor
- Six Simple Changes for a Record Year in Fixed Ops
- Ten Ways to Enhance Service Retention and Profits
- Turn Service Customers into Sales
- Upselling is Not a Dirty Word
- Use RFID & IGR to Improve CSI, Retention, and Sales

### Performance and Analysis

- Analyzing Customer-Pay Service
- Discounting Trucks
- Handling the Morning Service Rush
- How to Conduct an RO Analysis
- How to Conduct an RO Analysis for Commercial Truck
- Measuring Service Advisor Performance
- Measuring Service Advisor Performance for Commercial Trucks
- Measuring Service Department Inventory Performance
- Measuring Service Department Profitability
- Measuring Service Department Profitability for Commercial Trucks

### Performance and Analysis (continued)

- Preparing for a Warranty Audit
- Repair Order Analysis
- RO Cycle Time for Trucks
- Service Department Performance Analysis
- Three Ps of Effective Service Management: Profit, Productivity, Personnel
- Service by the Numbers Seven Benchmarks of Success
- What Makes a Perfect Warranty Administrator Perfect
- Winning Words Language Pathways for Sales & Service

### Recruiting and Retention

- Recruiting and Developing Technicians
- Recruiting and Retaining Truck Technicians
- Service and Parts Communication: Creating a Fixed Operations Team
- Technician Retention Parts Inventory Management
- The Effective Service Advisor

### Other

- Balance Sheet Fundamentals
- Cash Flow Management
- Cash Management for Heavy Duty Trucks
- Income Statement Fundamentals
- Introduction to Automotive Accounting

## DRIVEN MANAGEMENT GUIDES

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### Customer Relations

- Automotive CRM and Sales Force Automation
- Basic Telephone Skills for Dealership Personnel
- Customer Relations Checklist
- Customer Relations: Profits, Not Problems

### Business Management

- Leveraging the Internet to Drive Sales
- Selecting IT Vendors
- Cash Flow Management
- Checklist for IT and DMS Dealer Operations
- Choosing and Working With Your CPA
- Computer Policies: Eliminating Risks
- Dealer/General Manager Planning Calendars
- Driving Dealership Performance

### Business Management (continued)

- Financial Management
- Insurance Analysis Checklist
- Internet Process Management
- Property-Casualty Insurance Coverage
- The Internet Challenge: Structuring Your Dealership for Success

### Dealer Executive

- Business Succession Planning (For Dealer's Eyes Only)
- Dealer Survival Checklist (For Dealer's Eyes Only)
- Dealership Valuation (For Dealer's Eyes Only)
- ENERGY STAR® Putting Energy into Profits
- Preventing and Detecting Fraud (For Dealer's Eyes Only)

# Training Catalog

## DRIVEN MANAGEMENT GUIDES (CONTINUED)

### F & I

- Building a Special Finance Department
- Credit Crisis: Implications and Opportunities
- F&I: Selling to All Customers
- Leasing as a Finance Alternative

### Legal, Regulatory, and Compliance

- A Dealer Guide to Political Engagement
- Adverse Action Notices
- Electronic Disclosure Roles for Dealership Online Commerce
- Federal Excise Tax Compliance
- Federal Hazmat Transportation Regulations, 3rd ed.
- Federal Tax Issues
- Federal Tax Treatment of Demos
- FTC Affiliate Marketing Rule
- FTC Privacy Rule and the Model Privacy Notice
- FTC Red Flags and Address Discrepancy Rules
- Lockout/Tagout (LOTO): Controlling Hazardous Energy
- OSHA Single and Multi-Piece Rim Service Rule
- Product Liability
- Risk-Based Pricing Rule
- Taxpayer Identification and Backup Withholding

### Marketing and Communications

- New Owner Orientation Seminars: Small Cost = Big Payoff

### New and Pre-Owned

- Appraisal-to-Trade Ratios
- Auctions: Controlling Inventory, Increasing Profits
- NADA Inventory Planner
- Used-Vehicle Strategies and Solutions
- Increasing Sales Through Prospecting
- Save-a-Deal Meetings
- Selling Vehicle Safety
- Trade Appraisals in a Transparent Market
- Used Trucks: The Forgotten Profit Center

### Parts

- Improving Parts Inventory Efficiency
- Parts Checkup: Performance Level Analysis
- Parts Inventory Management
- Parts Management and Profitability, 3rd ed.
- Top Five Ideas for Managing Parts Department Inventory Performance
- Service and Parts Communication: Creating a Fixed Operations Team

### Personnel Management and Leadership

- Diversity as a Business Imperative, 2nd ed.
- Employment Verification & Eligibility
- Family and Medical Leave Act

### Service

- Analyzing Customer-Pay Service
- Handling the Morning Service Rush
- Preparing for a Warranty Audit
- Repair Order Analysis
- Service Department Performance Analysis
- Three Ps of Effective Service Management: Profit, Productivity, Personnel
- Recruiting and Developing Technicians
- Recruiting and Retaining Truck Technicians
- Service and Parts Communication: Creating a Fixed Operations Team
- Technician Retention
- The Effective Service Advisor