



Education and Consulting



IDENTIFY THE RIGHT PROGRAM FOR YOU

ATD 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



SEMINARS



HOW IT WORKS

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

PARTS DEPARTMENT

- Professional Series Parts Management (includes Leadership)
- Parts Management Certificate
- Cross Training: Professional Series Service Management

SERVICE DEPARTMENT

- Essential Service Advisor Seminar
- Professional Series Service Management (includes Leadership)
- Service Management Certificate
- Cross Training: Professional Series Parts Management

SALES DEPARTMENT

- Professional Series Sales Management (includes Leadership)
- Truck Inventory and Marketing Certificate
- Truck Sales and Associate Management Certificate

OFFICE MANAGER

- Professional Series Office Management (includes Leadership)
- Financial Management Certificate

CONTROLLER/CFO

- Financial Management Certificate

LEADERSHIP DEVELOPMENT

- Championship Coaching Advanced Seminar
- Fundamentals of Effective Leadership

DEALER PRINCIPAL/OWNER

- Dealership Buy, Sell or Hold Advanced Seminar

OTHER

- Digital Marketing Bootcamp
- Talent Management Advanced Seminar

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.



ESSENTIAL SERVICE ADVISOR

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

PROGRAM FEE: \$795



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 ATD website to activate a subscription and see class dates

PROFESSIONAL SERIES



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 or commercial truck 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.



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

FORMAT OPTIONS



IN-PERSON

Week-long instructor-led training.

WHO SHOULD ATTEND

Certificates and 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 certificates and 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.

CERTIFICATE CURRICULUM HIGHLIGHTS

PROGRAM FEE: \$2,650



FINANCIAL MANAGEMENT

Learn to navigate the balance sheet, interpret the income statement and analyze financial statements to identify performance improvement opportunities.



PARTS MANAGEMENT

Gain insights on process improvement, key performance metrics and how to maximize a dealership's parts inventory investment while decreasing obsolescence.



SERVICE MANAGEMENT

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



TRUCK INVENTORY AND MARKETING MANAGEMENT

Learn new strategies for managing your inventory from an investment perspective to increase profitability.



TRUCK SALES AND ASSOCIATE MANAGEMENT

Explore best practices that promote customer and employee retention.

SEMINAR CURRICULUM HIGHLIGHTS



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



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/ATD Headquarters in Tysons, Va.

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.

PROGRAM FEE: \$13,600

CURRICULUM HIGHLIGHTS



FINANCIAL MANAGEMENT

Learn key financial management principles and balance sheet, income statement, and gross profit analysis navigation for both the dealership and departmental 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

Analyze key procedures and financial data to identify areas for improvement and learn to enhance your processes with revelations from an RO analysis.



TRUCK INVENTORY & MARKETING MANAGEMENT

Explore inventory management using an investment approach and practice cutting-edge marketing strategies and learn techniques to optimize your website.



TRUCK 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.



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



ATD ANALYTICS

BECOME A MASTER OF YOUR METRICS

The commercial truck 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 ATD is offering your next opportunity for professional development. ATD 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 ATD commercial truck 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: \$315/MONTH

HOW IT WORKS

ATD 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.	Google analytics is fragmented and difficult analyze.	Your digital vendors feed you the information they want you to see.
		
OWN YOUR DATA We will help you setup your own Google Analytics account.	METRICS Standardizes the data and events into actionable metrics.	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



20 GROUP

GROUP TYPES

- Franchise-specific
- Multi-Franchise/Location
- Variable Operations
- Fixed Operations
- Digital Marketing
- Controller/Office Manager
- Human Capital
- Dealer Group
- Composite Only

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.
- ATD 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.

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, ATD Analytics and ATD performance guides.

Whether your operations need a tweak or a turnaround, there's no better ROI than ATD 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

TAILORED TRAINING



Perfect combination of presentation, tools, classroom activity and application. Looking forward to being able to apply it immediately. ”

Cynthia T., Platform Director

FORMAT OPTIONS



IN-PERSON

One-, two- or three-day classes taught by an 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.

INCREASE PROFITABILITY

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

ENHANCE PROFICIENCY

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

IMPROVE MORALE

Improve employee morale through the ability to perform more effectively and efficiently.

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.)

