



NADA University equips dealers and their staffs to get results—with the right knowledge, coaching, and resources to develop skills and confidence. Four robust “centers of excellence”—Academy, Learning Hub, 20 Group, and Resource Toolbox—make NADA U every dealership’s source for profit-building tools and training.

For help with **Customer Relationship Management**, go to www.NADAuniversity.com. Sign in (or enroll if you’re not a NADA or ATD dealer member) for access to the following programs and resources on this topic:



CRM, employee accountability, and e-marketing are taught by instructor Bill Adkins, focusing on process management to meet departmental objectives. [Listen](#) to what our Academy students have to say and then let us tell you more about how the program can meet your needs. Sign in to [NADA U](#) and select “Academy” to complete the online request for more information.



Automotive CRM and Sales Force Automation is just one of the useful *Driven* management guides that can help you refine your sales process to track and follow up your “Be-Backs” and train your employees. CRM technology can also help you stay in touch with customers who did buy—and who can buy again. *Driven* guides are complimentary for NADA and ATD members; others may purchase guides for a nominal charge. Sign in to [NADA U](#); select “Resource Toolbox” for access to *Driven*, **NADAPERKS**, valuable industry information including the latest **NADA DATA** report, and archives of the complimentary monthly **MarketINSIGHT** mini-webinars featuring industry experts.



NADA and ATD Convention Workshops and Archived Webinars that address sales operations, and proven online training offered by NADA U Partners Alan Ram (check out his course on “Following Up Unsold Showroom Traffic”) and MMS can help you win and retain customers. Sign in to [NADA U](#), select “Learning Hub,” and then browse the “Sales/Leasing/Finance” training. You can purchase any or all of these in the [NADA U Store!](#)



Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA 20 Groups drive service profitability. [Hear](#) how to unlock the power of NADA 20 Group and let us tell you more about a group that could work for you. Sign in to [NADA U](#) and select “20 Group” to complete the online request for more information.

Please feel free to explore NADA University and all it can offer you! Don’t hesitate to call or email us with any questions you may have—we are here to help you.