



**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 more on **Service Marketing** and other helpful information to improve your service profitability, go to [www.NADAuniversity.com](http://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:



**Fixed Operations Service**, led by instructor Robert Atwood, is a comprehensive “training camp for success.” Taught in week 3 of 6 in the Academy program, this week also has the Manager Sit-In option for Service Directors. [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.



**Driving Service Retention** and **How to Have Your Best Year in Service** are two NADA 2011 Convention Workshops that can help you improve service profitability. Additional convention workshops and archived webinars that address service operations, and proven online training offered by NADA U Partners Jeff Cowan and Jeff Sacks will help you fine-tune service operations. Sign in to [NADA U](#), select “Learning Hub,” and then browse the “Service” training. You can purchase any or all of these in the [NADA U Store!](#)



**Service Department Performance Analysis** is just one of the useful **Driven** management guides that can help you reach your service potential. **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**, and other useful industry information, including the latest **NADA DATA** report.



**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.