



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 **Used-Vehicle Marketing**, go to www.NADAuniversity.com. Sign in (or enroll if you’re not a NADA or ATD dealer member) for access to these programs and resources:



Used-Vehicle Marketing is discussed in **Variable Operations 1 and 2**, taught in weeks 4 and 5 of 6 in the Academy program. [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.



Leveraging CPO Programs to Build Your Business is an online course that will help you build your used-vehicle operation. Sign in to [NADA U](#), select “Learning Hub,” then “Sales/Leasing/Finance.” Check out other sales courses, including those from NADA U Partners LightSpeed VT, Alan Ram, Ron Reahard, and MMS. For information and ideas on Internet marketing, you’ll also want to check the “Internet” category, where NADA U Partner DrivingSales University offers a wealth of online courses on e-marketing. Be sure to browse all the workshops and archived webinars in both categories. Click to purchase in the [NADA U Store](#).



Used-Vehicle Strategies and Solutions is a **Driven** management guide that can help you with your used-vehicle business. **Driven** guides are complimentary for NADA and ATD members; others may purchase guides for a nominal charge. Just sign in to [NADA U](#) and select “Resource Toolbox.” Archives of **NADAPerks** member tips and tools and **MarketINSIGHT** complimentary mini-webinars are also in Resource Toolbox; check out “Appraisal Process 2.0: Best Practices to Boost Revenue,” a “Perk,” and “Influencing Car Shoppers Beyond the Click,” a webinar presented by AutoTrader.com.



Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA 20 Groups drive sales 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.