



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 **Increasing Service Sales**, 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:



Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA 20 Groups drive sales profitability. In-dealership Consulting can help you institute the processes that build profits. [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.



Service is discussed in **Fixed Operations 2**, taught in week 3 of 6 in the Academy program. The class is also open to department managers even if they don’t have a student in the 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.



Driving Service Retention and **How to Have Your Best Year in Service** are NADA 2011 Convention Workshops and **Service Advisor Training for Enhanced Customer Retention** is an archived webinar 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 and **Service and Parts Communication** are just two of the useful **Driven** management guides that can help you with your service 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, as is a wealth of **Industry Information** you can use.

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.