



PROFESSIONAL SERIES

SUPERCARGE YOUR CAREER

Core focused training for new or high-potential department managers.

nada.org/professionalseries | 800.557.6232



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

Profitably operate the dealership variable-operations department and sell more.



SERVICE MANAGEMENT

Improve technician proficiency and customer retention for increased departmental profitability.

EACH PROFESSIONAL CERTIFICATION INCLUDES FOUR INSTRUCTIONAL MODULES

Core Competencies

Learn the job, secure your success

Instructor-led
Two days

Leadership Foundations

Learn to lead, leverage the power of many

Instructor-led
Two days

Human Resources Foundations

Learn to build your team, attract top talent

Online

DMS Applications

Learn to find the data you need to succeed

Online

WHERE AND WHEN?

SMCDA Headquarters, Cerritos, CA

February 5-6	Parts
February 7-8	Service
February 19-20	Office
February 21-22	Sales
April 16-17	Leadership
April 18-19	Leadership
April 23-24	Leadership
April 25-26	Leadership

WHY ENROLL?

- Designed by retail experts to fit your retail lifestyle.
- Become the recognized expert in your dealer group.
- Invest in yourself.
- Gain the confidence to be secure in a leadership role.

PRICING OPTIONS

- \$2,995 members
- Secure a spot today: \$95 nonrefundable deposit at nada.org/professionalseries

