

Dealer Education



A Roadmap to Post-Pandemic Marketing: How to Transition Sales and Marketing Efforts Towards a Digital Future – Anvil Media (Kent Lewis)

Anvil President and Founder, Kent Lewis, helps attendees through a transformation from analog to digital marketing, including building a meaningful presence on search engines. This session will provide digital marketing industry statistics, best practice strategies and tactics, trends, budgeting and necessary resources you need to maximize awareness and sales in the New Normal



Introducing NATDA's New Enhanced Wellness Program – EnhancedMD and Meridio (Chris Bernardine)

Do you struggle to provide viable health benefits to your employees? In this class, EnhancedMD and Meridio will give an overview of NATDA's new Enhanced Wellness Program, a program that provides supplemental and additional health benefits, including health screenings, telehealth appointments and more, or a base level Minimum Essential Coverage plan - at little to no cost to your dealership.



Now is the Perfect Time for a Service and Parts Reboot – DealerPRO Training (Ken Barnes)

To say the industry has been through some challenging times these past months would be an understatement for many. However, it presents a good time for you to sit back with DealerPRO Training and take a hard look at individual operations to look for opportunities in growing business as well as providing a higher level of service to your customers.



Protect and Grow Your Wealth During a Recession – Morgan Stanley (Brad Stanek)

Join Morgan Stanley's Brad Stanek as he shares how top dealers take advantage of uncertain times to best protect and grow their long-term wealth. In this session, you will receive 3 to 5 actionable ideas you can implement immediately to achieve the results you deserve.



Reclaiming Your Sanity and Your Time – Bob Clements International (Sara Hey)

During this session, Sara Hey from Bob Clements International, will walk through habits from her new book, "You're the Problem (and the Solution!)" on how you can move from being a reactive manager of your time in each department to a proactive manager of your time. She will also share about the one-hour challenge and give you specific and applicable ways to regain control of your service, parts and sales departments.



Strategic Selling in Today's Unique Business Environment – Dr. Tony Alessandra

In today's current, and eventually post, COVID-19 environment, we need to adjust the way we sell to customers because people prefer to do business with people they like and trust. In this program, Dr. Tony will walk you through the four steps of customer loyalty and provide some simple, practical strategies that make it easier for others to do business with you.



The Alphabet Soup: Navigating the Government Stimulus - Morgan Stanley (Brad Stanek)

Do you have more questions than answers when it comes to the government stimulus? Are you concerned you are not getting your fair share? Join one of last year's keynote speakers, Brad Stanek, to find out what top business owners are doing to take advantage of all the government programs and comply with new laws in order to come out of this recession stronger than ever.



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You're the Problem (and the Solution)!: Seven Proven Habits to Help You Reclaim Your Sanity Your Life and Your Dealership – Bob Clements International (Sara Hey)

During this session, Sara Hey from Bob Clements International, will walk you through what her team spent over a year discovering about the seven habits that set the dealers who are constantly successful apart from those who can never get ahead. She will share stories of dealers who exhibit these characteristics and share how you can reclaim your sanity, your life and your dealership.



You're Out of Inventory. Now What? – Kenect (Trevor Allred)

With record sales for many dealers in 2020, where do you now turn your attention to continue generating revenue? Well, of course, your service department. Come join Trevor Allred, Head of Business Development from Kenect, where he will discuss how to increase your service department capacity and revenue.



For more information on the listed classes or speakers, please visit www.natda.org.

NATDA

North American Trailer Dealers Association

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