



JANUARY	FEBRUARY	MARCH
<p>Top Companies to Watch in 2020</p> <p>6 Factors for Successful Sales Training</p> <p>Creating Lifetime Customers</p> <p>Turn Website Traffic into Sales</p> <p>F&amp;I: Auto Loans</p> <p>HR: Improving Your Hiring Process</p> <p>Service Advisor Training</p>	<p><b>Promotion: Profit Center Supplement</b> <i>In collaboration with our sister publication Professional Carwashing &amp; Detailing, AutoSuccess dives into how dealers can boost profits with new or updated selling segments. This special supplement will be distributed with both publications.</i></p> <p>NADA Best of the Best Companies</p> <p>Creating a Healthy Work Environment</p> <p>Marketing in the Digital Age</p> <p>F&amp;I: Best Practices</p> <p>HR: Improving Your Onboarding Process</p> <p>Updating Your Inventory Management Software</p> <p>Getting the Most from Training Sessions</p>	<p>F&amp;I: Improving Processes</p> <p>Managing Your Online Reputation</p> <p>Encouraging Employee Engagement</p> <p>Auctions: Wholesale Buying and Selling in the Digital Age</p> <p>Video Marketing Strategies</p>
<p><b>Ad Closing: December 23</b> <b>Ad Materials Due: December 30</b></p>	<p><b>Ad Closing: January 24</b> <b>Ad Materials Due: January 31</b></p>	<p><b>Ad Closing: February 20</b> <b>Ad Materials Due: February 27</b></p>
APRIL	MAY	JUNE
<p><b>Promotion: Rising Star Awards</b> <i>recognize industry professionals under 35 who play critical roles in the automotive dealership industry. Dealers and vendors can honor their award recipients in our Rising Star section of the magazine with a full-page that highlights the winners' accomplishments.</i></p> <p>F&amp;I: Customized Training</p> <p>Keeping Control of Keys</p> <p>Diversifying Your Workforce</p> <p>AI-Driven Marketing Automation</p> <p>Location-Based Geofencing Advertising</p> <p>Revamping the Used-Car Appraisal Process</p> <p>How Service Advisors Can Keep Customers Coming Back</p>	<p>F&amp;I: Reducing Customer Resistance</p> <p>Driving Engagement with Videos</p> <p>HR: Keeping Your Best Employees Happy</p> <p>Fine-tuning Your Marketing Strategies</p> <p>Improving Your Recon Processes</p> <p>Intelligent Lead Response and Customer Engagement</p>	<p><b>Promotion: Women in Automotive</b> <i>This special section recognizes the women who make this industry so amazing. Dealers and vendors can honor their award recipients in our special WIA section of the magazine with a full-page that highlights the winners' achievements and successes.</i></p> <p>The New Digital Storefront</p> <p>F&amp;I: Menu Selling</p> <p>Utilizing Live Chat and Automated Communications</p> <p>Improving the Trade-In Process</p> <p>In-house Sales Training</p> <p>Using Data to Strengthen the Customer Experience</p>
<p><b>Ad Closing: March 25</b> <b>Ad Materials Due: April 1</b></p>	<p><b>Ad Closing: April 22</b> <b>Ad Materials Due: April 29</b></p>	<p><b>Ad Closing: May 25</b> <b>Ad Materials Due: June 1</b></p>

JULY	AUGUST	SEPTEMBER
<p><b>Promotion: Dealership Superstar</b>  <i>The best dealerships are built on the shoulders of hard-working employees. Dealers and vendors can honor their finalists in each category (service, sales, F&amp;I) in our special Dealership Superstar section of the magazine with a full-page that highlights their superstar's accomplishments and service.</i></p> <p>AI and Automated Sales Assistants            F&amp;I: Closing Success            Building Your Business's Brand            Improving Your Vehicle Photos and Videos            Employee Councils            Lead-Generating Marketing Campaigns            Do You Need a Service BDC?</p>	<p>CTAs that Work            Recalls: Reconnect with Customers through Safety Notices            F&amp;I: Identifying Risks            HR: Hiring Skills vs. Experience            Standing Out from the Crowd            Maximizing Your DMS            Meet Your New Virtual Assistant            Internships and Mentoring Programs</p>	<p><b>Promotion: OEMs:</b> <i>Congratulate your dealerships on their past year's success with a promotional ad in the magazine.</i></p> <p>Maximizing Your Auction Experience            Vehicle Merchandising and Marketing            F&amp;I: Follow-Up Strategies            Selling and Marketing to Different Generations            Motivating Your Managers            Using Menus on the Salesfloor            Attracting and Retaining Female Employees            Running Your BDC like a Profit Center</p>
<p><b>Ad Closing: June 26</b>  <b>Ad Materials Due: July 3</b></p>	<p><b>Ad Closing: July 23</b>  <b>Ad Materials Due: July 30</b></p>	<p><b>Ad Closing: August 20</b>  <b>Ad Materials Due: August 27</b></p>
OCTOBER	NOVEMBER	DECEMBER
<p>Using CRM Data to Personalize Email Marketing            Improved Vehicle Condition Reporting            F&amp;I: Vehicle Service Contracts            Salesfloor Training            Video Testimonials 101            Identifying Highly Qualified Customers            Service Drive Consistency</p>	<p><b>Promotion: F&amp;I Supplement</b>  <i>This special AutoSuccess supplement delivers the latest in the finance and insurance segment. Vendors who participate are offered the opportunity to contribute editorial content.</i></p> <p>Optimizing Your Website            HR: Hiring Veterans            Cloud-Based Dealer Management Systems            Social Media Advertising            Competing with the Aftermarket            Improving Your Leadership Development</p>	<p>Take Your Leadership to New Heights            In-house Training            Using Data to Make Smarter Decisions            F&amp;I: Working with Subprime Customers            Transforming Your Corporate Culture            Build a Brand Customers Love            Inventory Tracking and Audit Solutions</p>
<p><b>Ad Closing: September 23</b>  <b>Ad Materials Due: September 30</b></p>	<p><b>Ad Closing: October 22</b>  <b>Ad Materials Due: October 29</b></p>	<p><b>Ad Closing: November 20</b>  <b>Ad Materials Due: November 27</b></p>