

JANUARY	FEBRUARY	MARCH
<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Taking a Look at NOLA Beyond NADA -NADA Best of the Best Companies <p>Ad Closing: December 16 Ad Materials Due: December 23</p>	<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Theory of Five-Personally Succeed -Stay Focused, Increase Growth <p>Ad Closing: January 17 Ad Materials Due: January 24</p>	<p>Utilizing Live Chat</p> <ul style="list-style-type: none"> -Online Conversation -Social Media Success <p>Ad Closing: February 17 Ad Materials Due: February 22</p>
APRIL	MAY	JUNE
<p>Employing Effective BDC</p> <ul style="list-style-type: none"> -Grow from Change -Problems into Profit <p>Ad Closing: March 17 Ad Materials Due: March 22</p>	<p>Increasing Customer Engagement</p> <ul style="list-style-type: none"> -Outperform at Your Dealership -Phone Skills Training <p>Ad Closing: April 17 Ad Materials Due: April 24</p>	<p>Automated Sales Assistants</p> <ul style="list-style-type: none"> -Make Your Dealership Stand Out -Engage and Qualify Leads <p>Ad Closing: May 17 Ad Materials Due: May 24</p>
JULY	AUGUST	SEPTEMBER
<p>Safeguarding Dealership Data</p> <ul style="list-style-type: none"> -Technology Increases Results in Dealerships -Control at the Dealership <p>Ad Closing: June 16 Ad Materials Due: June 24</p>	<p>Software Management Solutions</p> <ul style="list-style-type: none"> -Lasting Customer Experience -Retention Strategies <p>Supplement: Dealer Service Feature Solution: Sales in the Service Lane Equipment & Tools: Purchasing New Lifts Customer Service: Customer Feedback: Managing Online Reviews HR/Training: Training Your Service Advisor / Better Selling Skills Parts Department: Belts & Hoses; Running the Parts Department Efficiently</p> <p>Ad Closing: July 17 Ad Materials Due: July 24</p>	<p>Utilizing Live Chat</p> <ul style="list-style-type: none"> -Rounding Out the Year -Making Connections Last <p>Ad Closing: August 17 Ad Materials Due: August 22</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Optimizing CRM Solutions</p> <ul style="list-style-type: none"> -Master the Technology You Have -Reaching the Top <p>Ad Closing: September 15 Ad Materials Due: September 22</p>	<p>Data Mining For Sales</p> <ul style="list-style-type: none"> -Learn from the Best -Taking Your Social Media to the Next Level <p>Ad Closing: October 16 Ad Materials Due: October 24</p>	<p>Automotive Marketing Solutions</p> <ul style="list-style-type: none"> -Preparing for 2018 -Case Study: Dealership Makes Marketing Top Priority and Thrives <p>Supplement: Dealer Service Feature Solution: Cultivating a Team for Today's Consumers Equipment & Tools: Updating Your Compressed Air System Customer Service: Service Advisor as the Consultant HR/Training: Hiring New Technicians Parts Department: Filters</p> <p>Ad Closing: November 17 Ad Materials Due: November 22</p>