

NADA Lifeline Webinar Series Continues

The Dealership Lifeline Series is an NADA initiative to help local dealerships navigate business and regulations in the coronavirus environment.

Descriptions of this week's webinars and registration links are below. All webinars will include time for Q&A and be recorded for those who can't attend live.

Space is limited so register today!

Digital Retailing Disruption - The Dealer Perspective

Presented by:

Georgia Munson | Academy Instructor | NADA

Michael Lucki | Academy Instructor | NADA

Matthew Vollmers | Academy Instructor | NADA

Tuesday, April 21 | 1pm-2pm ET

Join NADA Academy Instructors Georgia Munson, Michael Lucki and Matthew Vollmers as they discuss the results of a Digital Retailing Dealer Survey and provide examples of adjustments to the sales process to be more customer and employee centric. [REGISTER.](#)

How to Kick Start Auto Leads During and After COVID-19 Disruptions

Presented and Sponsored by:

Matt Niess | Director of Business Development | automotiveMastermind

Wednesday, April 22 | 1pm-2pm ET

Lead profitability is a function of lead quality. In the wake of COVID-19, dealers can't afford to waste time or money on ineffective leads. Join Matt Niess, Director of Business Development at automotiveMastermind, to learn about how to get away from antiquated marketing methods, kick-start auto leads during and after COVID-19 disruptions, and ramp up your CX. [REGISTER.](#)

The Best Ideas from NADA 20 Groups, Part 2: In Times of COVID-19 Pandemic

Presented by:

Tim Gavin | 20 Group Dealership Management Consultant | NADA

Friday, April 24 | 1pm-2pm ET

Each week NADA 20 Group Consultants are continuing to support their dealers by sharing policies, processes, personnel and financial best practices via group conference calls. Join NADA

20 Group Dealership Management Consultant, Tim Gavin, as he reviews some of the new best ideas from the NADA 20 Groups during these unprecedented times. [REGISTER.](#)