

NTDA Announces Partnership with Learning Without Scars to Provide Online Parts, Service, Sales Training



The National Trailer Dealers Association (NTDA) Board of Directors voted at its April 11, 2022 meeting to partner with Learning Without Scars (LWS) to provide online parts, service, sales and marketing training for members. LWS is accredited by the International Accreditors for Continuing Education and Training.

INDIVIDUAL SKILLS ASSESSMENTS

The NTDA will work with LWS to develop trailer-specific content for members in the future. The site, learningwithoutscars.com, provides comprehensive online learning programs for dealer employees starting with individualized skills assessments. The assessments allow the Learning Without Scars staff to create a personalized employee development program.

Based on assessed skills, the employee is asked to select from classes designed for their skill level, allowing them to address gaps in their knowledge level. This allows employees to move through four progressive categories of learning: Developing, Beginning, Intermediate, and Advanced.

Classes are designed to offer both employees and employers something that matters: continuous improvement to the benefit of each. Too often, we hear employees talk about wanting to have a career path, but not being sure where they fit in their profession. Learning on-demand classes build and develop the professional skills an individual needs

to continue to grow and make progress with your company and your industry.

Managers/supervisors have access to employee skills assessments and employee training scores. There are 108 online classes available in 12 languages. Online assessments and courses are available for \$125 per each.

DEALER-SPECIFIC COURSES

Courses can be taken on a PC, a Mac, a tablet, or a smartphone. A student requires an Internet connection to access all course materials. Supplemental reading for each class is available as a .pdf, so a .pdf reader such as Acrobat is recommended any device on which students are taking courses. Students will need access to speakers for video clips and audio tracks (these are optional).

Classes are categorized by department, job function, and skill level to ensure employees are able to target the right skills. Learning on-demand programs cover Parts, Service, as well as Selling and Marketing of Product Support.

NTDA Members can sign up for LWS' free e-newsletter at <https://learningwithoutscars.com/signup>, or take advantage of free blogs, podcasts, and audio learning opportunities.