



# BTA Online Education Offers Many Benefits

**D**uring the COVID-19 pandemic, many dealership owners found that online workshops and webinars offered many benefits: flexibility as to when and where employees can learn; reduced costs; and constant access to course materials and the ability to repeat lessons. Though the pandemic may be in the rearview mirror, you can still take advantage of the benefits online education provides through the Business Technology Association (BTA). Below are brief summaries of some of our online offerings that can help improve your business, and your employees' knowledge and skills.



A new semester will begin soon, so keep an eye on [www.bta.org/ServiceAcademy](http://www.bta.org/ServiceAcademy) for the start date as soon as it becomes available.

■ **BTA Service Troubleshooting Training** — Also taught by Edmonds, this self-paced, video-based course covers all aspects of troubleshooting, starting with what troubleshooting is and the processes that are involved. The course consists of six video modules, two assessments, quizzes, written material and checklists for use in the field, and the cost provides one year of access to the modules. Learn more at [www.bta.org/STT](http://www.bta.org/STT).

■ **BTA Virtual Managed IT Services Workshop** — During this workshop, industry veteran Chris Ryne of Growth Achievement Partners (GAP) will share his experience to allow attendees to walk away with strategies, processes, tools and metrics for capitalizing on the managed IT services opportunity. This workshop will become an on-demand offering this month, so check out [www.bta.org/VMITS](http://www.bta.org/VMITS) for more details.

■ **IT University (ITU)** — A leader in online IT training, IT University offers its Lifetime Library to BTA members at a 65% discount. The Lifetime Library gives you lifetime access to all of ITU's IT courses, including updates and new offerings. Train when and where you want, and stay up-to-date in the IT field. Learn more at [www.bta.org/ITU](http://www.bta.org/ITU).

■ **Building My Business Webinar Series** — BTA has been offering these monthly webinars since 2008. They are designed to help dealers improve the management of their companies, take full advantage of market opportunities and, ultimately, improve their bottom lines. With topics ranging from the state of the industry to remanufactured cartridges to sales tactics, the Building My Business Webinar Series is one hour of the month you will not want to miss. Learn more at [www.bta.org/BuildingMyBusiness](http://www.bta.org/BuildingMyBusiness). ■

— David Polimeni

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