



Class ATD 056	
Financial Management (FM)	March 9-13
Parts Management (FO1)	May 4-8
Service Management (FO2)	July 6-10
Truck Inventory & Marketing Management (V01)	Sept. 14-18
Truck Sales & Associate Management (V02)	Nov. 9-13
Business Leadership (BL)	Jan. 4-8, 2027
Homecoming	Live Online: March & May 2027 In-person: July 2027

Class ATD 058	
Financial Management (FM)	Sept. 21-25
Parts Management (FO1)	Nov. 16-20
Service Management (FO2)	Jan. 18-21, 2027
Truck Inventory & Marketing Management (V01)	March 15-19, 2027
Truck Sales & Associate Management (V02)	May 24-28, 2027
Business Leadership (BL)	July 19-23, 2027
Homecoming	Live Online: Sept. & Nov. 2027 In-person: Jan. 2028

2026 CERTIFICATE SCHEDULE

Financial Management (FM)		
Learn key financial management principles and balance sheet, income statement, and gross profit analysis navigation for both the dealership and departmental levels. Analyze and interpret financial statement data to identify areas for performance improvement. Conduct a SWOT analysis to highlight opportunities for growth.	<input type="checkbox"/> March 9-13 <input type="checkbox"/> Sept. 21-25	ATD 056 ATD 058
Parts Management (FO1)		
Unleash the profit potential of your second-largest inventory investment by challenging the Parts industry with innovative processes. Discover best practices to optimize your inventory mix and its impact on other departments. Conduct an inventory reconciliation to identify variance and brainstorm solutions. Practice using financial data and standard reports to enhance your Parts department's performance.	<input type="checkbox"/> May 4-8 <input type="checkbox"/> Nov. 16-20	ATD 056 ATD 058
Service Management (FO2)		
Analyze key procedures and financial data to identify areas for improvement. Learn to enhance your processes with revelations from an RO analysis. Calculate critical technician and service advisor metrics to elevate performance. Leverage the relationship between service loyalty and future truck sales to increase your bottom line.	<input type="checkbox"/> Jan. 19-23 <input type="checkbox"/> July 6-10	ATD 055 ATD 056
Truck Inventory & Marketing Management (V01)		
Explore inventory management using an investment approach. Examine sales department volume and gross to inform decisions about the dealership's vision. Practice cutting-edge marketing strategies and learn techniques to optimize your website.	<input type="checkbox"/> March 23-27 <input type="checkbox"/> Sept. 14-18	ATD 055 ATD 056
Truck Sales & Associate Management (V02)		
Delve into the critical processes that drive customer and employee retention, and examine how they're related. Explore strategies for integrating F&I throughout the Road to the Sale to improve profitability. Practice using video to enhance truck sales, including lead responses, walk-arounds, test-drives, and follow-up. Learn about ATD's advocacy efforts and how you can support them.	<input type="checkbox"/> May 18-22 <input type="checkbox"/> Nov. 9-13	ATD 055 ATD 056
Business Leadership (BL)		
Discover your individual leadership style and its impact on people and processes. Learn to identify and leverage others' communication preferences. Apply the knowledge and skills gained during the first five Academy weeks to make thoughtful hiring and development decisions. Investigate ways to prevent and confront internal fraud by focusing on the root causes. Develop transition plans that can grow with your dealership.	<input type="checkbox"/> July 20-24	ATD 055