



Class ATD 059	
Financial Management (FM)	March 8-12, 2027
Parts Management (FO1)	May 3-7, 2027
Service Management (FO2)	July 5-9, 2027
Truck Inventory & Marketing Management (VO1)	September 13-17, 2027
Truck Sales & Associate Management (VO2)	November 8-12, 2027
Business Leadership (BL)	January 3-7, 2028
Homecoming	Live Online: March & May 2028 In-person: July 2028

Class ATD 060	
Financial Management (FM)	September 20-24, 2027
Parts Management (FO1)	November 15-19, 2027
Service Management (FO2)	January 17-21, 2028
Truck Inventory & Marketing Management (VO1)	March 20-24, 2028
Truck Sales & Associate Management (VO2)	May 22-26, 2028
Business Leadership (BL)	July 24-28, 2028
Homecoming	Live Online: Sept. & Nov. 2028 In-person: January 2029

2027 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.	☐ March 8-12, 2027 ☐ Sept. 20-24, 2027	ATD 059 ATD 060
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.	☐ May 3-7, 2027 ☐ Nov. 15-19, 2027	ATD 059 ATD 060
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.	☐ Jan. 18-21, 2027 ☐ July 5-9, 2027	ATD 058 ATD 059
Truck Inventory & Marketing Management (VO1)		
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.	☐ March 15-19, 2027 ☐ Sept. 13-17, 2027	ATD 058 ATD 059
Truck Sales & Associate Management (VO2)		
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.	☐ May 24-28, 2027 ☐ Nov. 8-12, 2027	ATD 058 ATD 059
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.	☐ July 19-23, 2027	ATD 058