



Class ATD 051	
Financial Management	March 4-8
Parts Management	May 6-10
Service Management	July 8-12
Truck Inventory & Marketing Management	Sept. 9-13
Truck Sales & Associate Management	Nov. 4-8
Business Leadership	Jan. 19-23, 2025 (at Show in New Orleans)
Homecoming	Live Online: April 3 & June 5 In-person: Aug. 26 & 27

Class ATD 052	
Financial Management	Sept. 23-27
Parts Management	Nov. 18-22
Service Management	Jan. 13-17, 2025
Truck Inventory & Marketing Management	March 24-28, 2025
Truck Sales & Associate Management	May 19-23, 2025
Business Leadership	July 21-25, 2025
Homecoming	Live Online: Oct. 2 & Nov. 25, 2025 In-person: Jan. 27 & 28, 2026

Class ATD 053 (Mondays/Wednesdays 2:45-6pm ET) 📺 Live Online	
Financial Management	Oct. 7-23
Parts Management	Dec. 2-18
Service Management	Feb. 3-19, 2025
Truck Inventory & Marketing Management	April 7-23, 2025
Truck Sales & Associate Management	June 9-26, 2025
Business Leadership	Aug. 4-20, 2025
Homecoming	Oct. 27, 2025, Dec. 15, 2025 & Feb. 23, 2026

2024 CERTIFICATE SCHEDULE

Financial Management		
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 4-8 <input type="checkbox"/> Sept. 23-27 <input type="checkbox"/> Oct. 7-23 <i>(Live Online Monday/Wednesday 2:45-6pm EST)</i>	ATD 051 ATD 052 ATD 053
Parts Management (F01)		
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 6-10 <input type="checkbox"/> Nov. 18-22 <input type="checkbox"/> Dec. 2-18 <i>(Live Online Monday/Wednesday 2:45-6pm EST)</i>	ATD 051 ATD 052 ATD 053
Service Management (F02)		
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. 22-26 <input type="checkbox"/> July 8-12	ATD 051 ATD 052
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 18-22 <input type="checkbox"/> Sept. 9-13	ATD 051 ATD 052
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 20-24 <input type="checkbox"/> Nov. 4-8	ATD 050 ATD 051
Business Leadership		
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 22-26	ATD 050