



Class ATD 051	
Financial Management (FM)	March 4-8
Parts Management F01	May 6-10
Service Management F02	July 8-12
Truck Inventory & Marketing Management (V01)	Sept. 9-13
Truck Sales & Associate Management (V02)	Nov. 4-8
Business Leadership (BL)	Jan. 19-23, 2025 (at Show in New Orleans)
Homecoming	Live Online: April 3 & June 5 In-person: Aug. 26 & 27

Class ATD 053 (Mondays/Wednesdays 2:45-6pm ET) 🖥️ Live Online	
Financial Management (FM)	Oct. 7-23
Parts Management F01	Dec. 2-18
Service Management F02	Feb. 3-19, 2025
Truck Inventory & Marketing Management (V01)	April 7-23, 2025
Truck Sales & Associate Management (V02)	June 9-26, 2025
Business Leadership (BL)	Aug. 4-20, 2025
Homecoming	Oct. 27, 2025, Dec. 15, 2025 & Feb. 23, 2026

Class ATD 052	
Financial Management (FM)	Sept. 23-27
Parts Management F01	Nov. 18-22
Service Management F02	Jan. 13-17, 2025
Truck Inventory & Marketing Management (V01)	March 24-28, 2025
Truck Sales & Associate Management (V02)	May 19-23, 2025
Business Leadership (BL)	July 21-25, 2025
Homecoming	Live Online: Oct. 2 & Nov. 25, 2025 In-person: Jan. 27 & 28, 2026

2024 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 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 (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 22-26	ATD 050