



2026 Train to Sell Events

Bonus Point Opportunity

DTNA Parts Academy is hosting in-person regional training classes designed to provide sales & product training to the network. The training is specifically for frontline dealer employees who engage with customers (ex. Front Counterperson, Outside Part Sales, Back Counterperson), despite years of service.

From April 21st to November 30th, 10 bonus points will be awarded to dealership rooftops who send at least 1 employee to training.

Details :

- Two days of training focused on helping participant become a solution seller, while also boosting product knowledge to better support customers.
- Class offered at no cost. Participants will be responsible for all travel expenses
- Open to all dealers in US & CAN
- Each class limited to 50 participants
- Login & register for classes through ARC (Aftermarket Resource Center)

Bonus Point Limit: 10 pts. per dealership rooftop

Available Classes:

Location	Date	Course Code	Class code
San Antonio, TX	April 21-22, 2026	CPQ04	CPQ04-13
Atlanta, GA	June 23-24, 2026	CPQ04	CPQ04-14
Cambridge, OH	July 21-22, 2026	CPQ04	CPQ04-15
Calgary, Canada	August 18-19, 2026	CPQ04	CPQ04-16
Chicago, IL	Sept. 22-23, 2026	CPQ04	CPQ04-17
Las Vegas, NV	November, week TBD	CPQ04	CPQ04-19