

JANUARY 2026 TRAINING NEWS



This newsletter will provide quick updates on training activity, certification progress, and future goals — so you have clear visibility into how we're working together to strengthen performance across the network.



Holly Brotzman
TRAINING DIRECTOR

Dealer Training kicked off the year with strong engagement and measurable progress:

- 29 instructor-led courses delivered
- 262 dealer team members trained
- 218 new certifications earned

To support long-term capability development and performance excellence, 2026 training targets have been finalized:

- 75% Bronze Certification
- 40% Silver Certification
- 15% Gold Certification
- 15% Platinum Technician Certification

The Dealer Training Scorecard has been updated to reflect these new goals, providing clear visibility as you track progress and plan for continued growth.

Training Recognition

Sales and CSSR Gold Class

Toyota Material Handling MidSouth hosted the Sales and CSSR Gold Training in January.

Congratulations to those who obtained their Gold Certification!



Dealer Spotlight

Congratulations to ProLift Toyota Material Handling and Southern States Toyotalift for leading the way in January! Both organizations earned an impressive 17 new certifications, tying for the highest total this month.

[Click Here to View January Certifications](#)

Important Updates

Sales and CSSR

Dealer Training has released changes to the Sales & CSSR programs that include removing select legacy product courses and adding new courses to reflect the latest product offering. Online brochures have been updated to reflect the modifications and dealers have been notified via email. To access and view the specific updates click [here](#).

Parts

Dealer Training has made updates to the **Parts Certified and Bronze programs** that include removing and adding courses to help enhance job performance. Online brochure have been updated and are available in the LMS. To access and view the specific updates click [here](#).

[Click Here to View Program Brochures](#)

New Courses & Resources

Stand-Up Rider 8FBA15-25U Demo Book

Resource

A concise, customer-focused tool to support effective demos and sales conversations

Product Overview: Stand-Up Rider 8FBA15-25U

Online Course

A self-paced course covering key features, benefits, applications, and ordering process

Introduction to Related Parts

Online Course

Understand how related parts connect to the truck systems you support and how to confidently identify upsell and service opportunities.

Related Parts: Cooling Systems

Online Course

Learn how cooling systems function so you can recommend the right parts, prevent failures, and better support customer uptime.

TORA Returns

Online Course

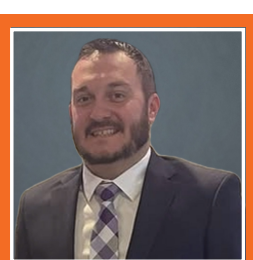
Gain a clear understanding of the TORA return process so you can quickly and accurately get returns processed with confidence.

[Click Here to View Training Calendars](#)

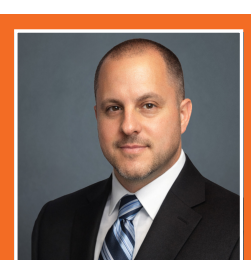
Meet the Dealer Training Team: Training Program Managers

What is a Training Program Manager?

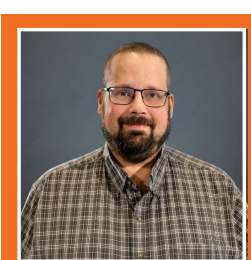
Our Training Program Managers make sure your team has the knowledge and skills they need to succeed. They provide practical, easy-to-understand training—whether in person or online—that helps your employees do their jobs more confidently, work more efficiently, and deliver a better experience to your customers. They also listen to your needs and adjust training to support your dealership's goals.



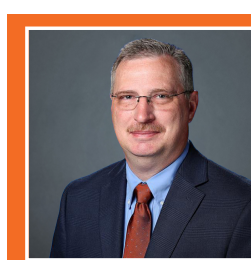
Adam Blackburn
SALES & CSSR
TRAINING



Steve Ostrom
SALES & CSSR
TRAINING



Josh Sayers
TECHNICAL
TRAINING



Mike Sullivan
TECHNICAL
TRAINING



Rodney Nicholson
PARTS & NATIONAL
ACCOUNT TRAINING

[Check out the full Dealer Training team here.](#)



Questions? Please do not hesitate to contact Dealer Training.
dealer.training@toyotatmh.com