

COMMERCIAL

DEVELOPMENT PROGRAM (CDP)



DESIGNED TO DEVELOP SALES TALENT

The Precision Castparts Corp. (PCC) Commercial Development Program (CDP) is designed to identify and develop our top sales and marketing professionals. The CDP builds a pipeline of sales talent and supports strategic succession planning in commercial areas such as: Account Management, Marketing and Strategy, New Business Development, and Technical Sales. The CDP is led by a Corporate Steering Committee and open for any PCC employee within a Business Development or Sales function to be nominated to the program.

CDP participants are nominated by Sales and HR leaders and selected based on:

Proven Performance

Commitment to PCC

Customer Dedication

Relevant Experience

Future Growth Potential

PROGRAM HIGHLIGHTS

The CDP is a 12-month program with the following curriculum.

Module #1 - University of Michigan Academic Session

The first session is at the University of Michigan and is designed to introduce participants to the critical business functions of a typical Sales Executive at PCC:

Marketing

Business Acumen: Knowledge Requirements for Sales

Financial Review

Contracts

Innovation

Leadership

Module #2 - Negotiating Solutions Workshop

The second session is a week of intense negotiation training for the CDP participants. Sales leaders from all PCC Divisions participate with the CDPs to help enrich the experience and networking of the session. This training is led by aerospace sales professionals. The agenda for this session includes the following:

Negotiation theory including awareness of different strategies and possible outcomes.

Multiple group and individual negotiations for the CDP to develop skills.

Module #3 - PCC Sales Group Project

The third requirement of the CDP is a PCC-specific sales project where the CDP participants begin to apply CDP learning and improve their sales skills in a controlled and visible environment. This project is selected by PCC Division Sales Executives who mentor and guide the CDP team through the project. It has a measurable and tangible P&L impact for PCC.