

## 2015 Dow Chemical Taiwan Commercial Development Program (CDP)

### **WHAT IS DOW CDP?**

CDP is a 12 months rotational assignment experiences that commercial junior talent to become sales account manager. The target participants are fresh graduate. Skill development and corporate orientation are combined to maximize career potential. During the program, participants assume sales and marketing responsibilities on project assignments exploring growth opportunities for Dow businesses. Other projects familiarize new employees with the resources they will eventually be managing on behalf of their customers. There are opportunities to attend workshops and seminars designed to build account management capabilities. Individuals in the CDP also network with experienced Dow colleagues and build mentoring relationships. During the program participants are assessed on their sales and marketing knowledge as well as interpersonal and potential leadership skills.

### **MAJOR RESPONSIBILITIES**

- Collect, understand and analyze customer needs, communicate with Technical Marketing for best product/solution offering
- Demand forecast tracking and update
- Projects follow up for customer sampling, testing and qualification status
- Work cross-functionally with Customer Service Representatives, Technical Service to ensure customer satisfaction
- Marketing intelligence collection & Reporting

### **MAJOR ON-THE JOB CAPABILITY DEVELOPMENT**

- Develop and build upon existing relationship with internal and external customers and influencers to achieve target results.
- Learn to use account planning tools, sales methodologies and skills, and electronic technology to develop and implement Account Plans to achieve results with assigned customers.
- Understand the quantitative and qualitative criteria for acquiring a new to Dow customer, and the required criteria to support a current customer being retained.
- Develop the understanding of customer needs, as well as the needs of the customer's customers through their sales and marketing groups, and works towards meeting the needs
- Develop the understanding of competitors and customer's competitors
- Develop the understanding of the key influence factors on market and technical trends
- With coaching from the supervisor, implement action plans within the guidelines of the business unit strategy
- Develop the capabilities to understand & to capture the big picture based on the foundation of the details and formulate the tactical plan and the strategy for short/mid/long term growth needs
- Overview of all Dow Business, culture and processes

### **ROLE (JOB) SPECIFIC REQUIREMENTS**

- Target: Fresh graduate
- Bachelor degree and above, major in Chemistry, Chemical Engineering, Materials Science or related engineering field
- Driver license required in Taiwan
- Good computer skills in Microsoft Word/Excel/Power Point
- Good communication/interpersonal skills in both English and Chinese
- Ability to work well independently and as part of a team
- Ability to exercise flexibility, initiative, good judgment and discretion
- Understanding of Silicon wafer, Sapphire glass or substrate polishing process knowledge. Hands on experience preferred.
- Knowledge of all pertinent lab metrology and procedures

#### How to Apply:

1. Please go to [www.careersatdow.com](http://www.careersatdow.com) for online enrollment. Job code: 1411580
2. Send your resume to [jessicawu@dow.com](mailto:jessicawu@dow.com)