

DYK #4: Product Information Cards (PIC)

Did You Know... that we at Curtiss-Wright's EST Group recently developed Product Information Cards (PICs)?

Designed for use by our sales force, these new cards are a great tool to learn about our core product offerings. They are perfect for a new sales professional learning about our exciting product offerings, or a quick refresher on a technical detail for seasoned veterans. The Product Information Cards are split into two main segments for ease of use – the Heat Exchanger segment, and the Pressure Test and Isolation segment. Whether you're looking to brush up on your elevator pitch for a specific product or can't remember exactly what sizes are offered as standard, the Product Information Cards are the ideal resource!

You should each be receiving a set of Product Info Cards within the next few weeks. If you have any questions, don't get your copy, or want an additional copy, please let your ASM or me know.

As always, best of luck and stay hungry!

