PDP Welcome

Representing PDP

Thank you for your interest in PDP. Since 1978, we have enjoyed working to make dreams come alive.

As a **Licensed Associate (LA) PDP Representative**, enjoy the rewards of working with organizations that interest you most. Our passion is to assist you in merging your experience with the industries that excite you, and helping you create positive changes in the **client** relationships you develop.

Envision working with organizations of any size or focus—for if they have people, PDP's **management system** can be applied. PDP is a top-down, **organization-transforming program**. Connect with executive and management levels to achieve the results your client is striving to reach. Impart knowledge through certification and workshop **services** and make a difference in the life of the organization, as well as in the lives of each individual working to realize their dreams and passions.

Client relationships are long-term, rewarding and prosperous. Keeping in touch and servicing your client is an ongoing process. PDP is not a static system, nor a one-time event. **PDP is dynamic**. From day one, what you and your clients learn about PDP's positive management philosophy and people dynamics will have the power to transform an organization.

Join us in a rewarding and fulfilling business of changing and impacting lives—organizationally and personally!

Sincerely,

Brent W. Hubby

President

PDP, Inc.

What's Inside

Philosophy

Earnings

Start-Up

Certification

System

Support

Create your new world and enjoy the rewards.

Road to Success

PDP provides a business-to-business license of independence and ownership in a potentially lucrative enterprise. Our **representative** philosophy is simple—**teach** people how to fish, **don't just give** them the fish.

Early on, Bruce M. Hubby, founder of PDP, realized the immediate gratification and rewards of working and consulting one-on-one with management. However, he soon realized his market impact was very small compared to amount of time and energy he was putting forth. The philosophy needed to change. Bruce realized this and began operating under the precept that if **clients** could be educated to use and apply the PDP system **in-house**, then **Representatives** would have the rewards of reaching more people within client organizations—while freeing up time to prospect and sell to more organizations in total.

Today, clients appreciate having immediate access to information when needing to make critical people decisions—without having to wait or be dependent on someone external to the organization.
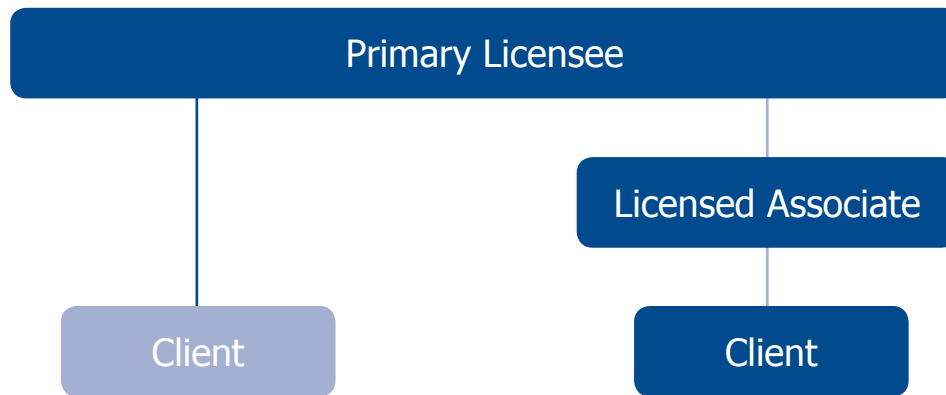
As a Licensed Associate (LA), Enjoy:

Marketing and selling PDP products and services to client organizations

Training client users to apply, implement, and administer the PDP Management System

Helping clients integrate PDP into their organization

Providing additional strategic planning services

Expanding your sales network through Licensed Associates (sub-licensing)

Empowering clients to make critical people decisions— impacting the bottom-line.

Success

NEXT EXIT

The Business of Being a PDP Licensed Associate

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│              Primary Licensee                 │
└─────────────────────────────────────────────┘
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         │              ┌──────────────────────┐
         │              │  Licensed Associate   │
         │              └──────────────────────┘
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   ┌───────────┐           ┌───────────┐
   │  Client   │           │  Client   │
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As a Primary Licensee Representative, the opportunity to develop and grow your business is accomplished through these three markets:

Client—a business or organization that is certified and licensed to use the PDP system.

Multiple Streams of Income Potential

Client System Sales—Each time you sell a PDP client, you earn:

35 – 40% of initial training—**Certified PDP Administrator** (2-day course)

35 – 40% of PDPworks product sales (excluding maintenance fee)—**residual income**

100% on PowerApp facilitation services

Totaling: e.g. $5,000-$25,000+ per sale

100% of consulting services—JobModeling, One-on-one coaching (e.g. $5,000-$10,000+)

PDP Start-Up

Initial Training

The **Licensed PDP Representative Certification Course** begins the process of learning PDP products, services, operations, sales, and marketing. During this training, you will receive:

- PDP Tutorial with Training Aids
- PowerApp® Facilitator Guides with Training Aids
- Technical & Research Reference Guide
- PDPworks.com Representative Account
- Materials and supplies to begin your new business

Investment Summary

The PDP Primary Licensee model offers a **low start-up cost** and **low overhead** with **no real estate** and **no inventory** required. In addition, PDP Corporate does not charge an advertising fee. Advertising materials are included with your initial training.

Start-Up Expenses:

Initial Fee Options	$7,500 for 35 – 40% profit margin
Travel/Lodging Expenses for Training	$1,500 to $2,500
Equipment	$0 to $5,000
Signage	$0
Opening Inventory	Provided in Investment Package
Advertising Fee	$0
Additional Funds—3 months	$0 to $5,000*
Total Expenses	$9,000 to $20,000**

Term: Five (5) year

Renewals: Five (5) year terms, no fees if sales performance exceeds initial investment

Includes: 4 days of certification training for one key person (additional attendees at a reduced cost)
Marketing materials
PDPworks.com Representative Account
    Sales tracking and banking
    Annual PDPworks Maintenance Fee
    $1,500 (retail) in PDPworks.com Pre-Purchase reports
On-going mentoring from PDP Corporate

* Includes security deposits, utility costs, and incorporation fee. This estimates your initial start-up expenses. These figures are estimates and PDP, Inc. cannot guarantee that you will not have any additional expenses starting the business. Your costs will depend on factors such as: how closely you follow PDP, Inc.'s methods and procedures; your management skill, experience, and business acumen; local economic conditions; the local market for our product; the prevailing wage rate; competition; and the sales level reached during the initial period.

** PDP, Inc. relied on its 30 years of experience in the management development business to compile these estimates. You should review these figures carefully with a business advisor before making any decision to invest in a license.

PDP Business Operations Learning

The **PDP Representative Certification** course is a stimulating and in-depth learning experience that provides the knowledge and skills for using the PDP Integrated Management System. It covers the fundamental concepts of understanding people, based on PDP's extensive and validated research. The focus is on **marketing**, **selling**, **training**, and **implementing** the proven applications that meet your client organization's specific objectives and needs.

Preparing PDP Representatives to:
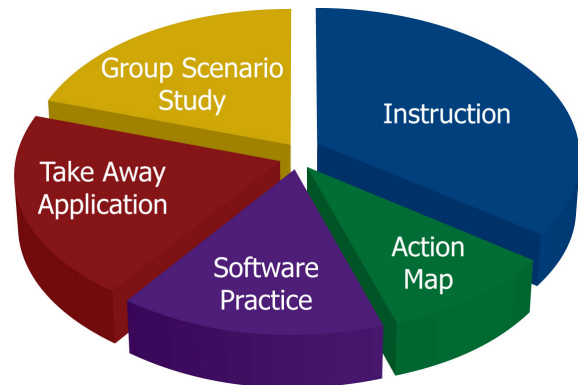
Market & Sell PDP to clients

Train clients for effective use of PDP

Develop clients' optimum success by conducting PowerApp workshops

Certification Breakdown

- Group Scenario Study
- Instruction
- Take Away Application
- Software Practice
- Action Map

What is Covered?

Conducted by experienced experts, certification includes a variety of instructional methods: real-world scenarios, strategic action planning, and interactive participation.

Agenda Overview:

Learning the fundamentals of the PDP Integrated Management System

Preparing to deliver training programs to PDP clients

Using PDP marketing and selling strategies

Leading people to achieve personal success and satisfaction

Materials:

Build your business on a solid foundation of knowledge and experience.

PDP System

What, Who, Where & Wow!

PDP's Integrated Management System is a **proven program**, making the business of people management more effective, scientific, and predictable. The core of PDP is the **ProScan Survey** and its resulting comprehensive reporting. In less than 10 minutes, individuals mark to what degree they believe 60 different descriptors match their characteristics and how they believe others perceive them. The data is then analyzed by PDP's proprietary online application, generating complete, easily-interpreted reports for individuals and executives. From there, the **PDP Management System**, including **JobScan** and **TeamScan**, is applied and implemented.

Services

Certification Pick a starting point to begin experiencing the power of PDP. Designed for immediate, in-house access, the full potential of PDP products begins with a firm foundation of understanding through certification. Choose from the 2-day **Certified PDP Administrator Course** (ProScan, JobScan, TeamScan, and PDPworks Operations) or the 1-day **Certified ProScan Mentor Course** (ProScan only).

Products

A suite of reporting modules, surveys (5-10 minutes), and processes:

ProScan® Identifies strengths, energy levels, energy drains, motivators, stressors, satisfaction index, communication styles, management styles, logic, back-up styles, and more.

JobScan® Creates Job Models by measuring success criteria required for a position. Matches applicants to JobModel. Generates behavioral Interviewing Guide based on applicant's match to model.

TeamScan® Measures and defines the team's culture. Strengthens team member understanding and appreciation.

PowerApp® Power application workshops with measurable action plans to improve communication, leadership, hiring, and team building skills.

Industries

- Academic
- Banking
- Government
- Healthcare
- Hospitality
- Insurance
- Legal
- Manufacturing
- Military
- Retail
- Transportation

International

Australia	New Zealand
Brazil	Philippines
Canada	Puerto Rico
Cayman Islands	Saudi Arabia
China	Singapore
England	Sweden
Hong Kong	Switzerland
India	Taiwan
Japan	Thailand
Kuwait	Turkey
Malaysia	Venezuela

Results

High performance teams
Healthy company morale
Clear communication
Customer loyalty
Increased productivity
Retention of key people
Increased sales
Decreased costs

Providing Directions for Your Journey

The PDP corporate team is committed to providing you with a system to sustain growth for your business. We provide a comprehensive, multi-dimensional support system including, but not limited to:

Start-Up Help

Prior to your first day of operations, PDP professionals will assist you in every aspect of your business launch. PDP's information technology experts will guide you in selecting the proper computer, printer/fax/copier, telephone/voice mail system, and business software.

Proprietary PDP Web Application

You will use the PDPworks.com web application to set up new clients and to provide client service and support. It is constantly updated and maintained with up-to-the-minute enhancements, refinements, and technical solutions.

Annual Conferences

The Licensed Representative Annual Conference is designed to equip you with leading-edge sales and marketing strategies, concepts and tactics. Conference is 2–3 days long and is held annually in Colorado Springs, Colorado, USA. Topics include:

- Strategic Planning and Concepts
- Best Practices
- New Product Development
- Value-Added Services
- Client Presentations

Sales Training Assistance

This individualized training is available via phone, webinar, or in person. A PDP staff member will provide guidance and assist in developing tactical plans to obtain client sales. In addition, a PDP trainer will coach and participate in your initial client's **Certified PDP Administrator Course** to complete your certification status. Our experienced staff of trainers and product experts is available at all times to answer questions and provide support.

Additional Support

- Client Visitation Programs
- Administration & Record Handling
- Research Library
- Business Planning
- Research and Development
- Inventory Control
- Legal Assistance

- Client Newsletter—PDP eNews
- Rep Newsletter—The Inside Track
- Competitive Intelligence Exchange (CIX)
- Tactical Planning
- Referral Business Network
- Marketing Resources
- Customizable Web Presence

Joe Dowd
Representative Since 1979

"I started with PDP pretty much on the ground floor. Back in the mid-70s, I was in the recruiting business and owned different firms. At one point I decided I wanted a change and started with Bruce M. Hubby (founder of PDP) right as he was working with researchers to create and validate the instrument. I thought some of the management and hiring products out there were neat and useful, but PDP was just a lot better and easier.

"No one has a product like us! In fact, if you use the product as part of your sales approach, you already have a leg up because you have insight into the person to whom you are selling. Now that I have my network, the product sells itself through the referrals I get. Who would not want to take advantage of the residual incomes you get from PDP?

"Throughout the years, PDP has constantly been making improvement with every new technological platform. In recent years, the migration from a software platform to the web has kept PDP cutting-edge. Now, wherever you are in the world, you can administer the ProScan Survey and receive the results!"

Lori Coruccini
Representative Since 2004

"What originally caught my eye was the technology behind the PDP system. An instrument I was using at the time required huge amounts of time because everything was manual. With PDP, all the different individual, job, and team reports printed by themselves. As a person working with and selling the system, this was important to me.

"I have the freedom to build my own business, grow it, and really do what I want to do with it. I recognize the value of maintaining my the business my way, while getting 70% commission. My business has been on the web since the beginning and has worked really well. Having the license we do as PDP Representatives, and being able to sell anywhere is awesome! The world is your oyster. I can't work fast enough!

"Now that we have the web-based PDPworks.com, a whole new light has been shed on my business. I am increasingly able to serve my clients if they have difficulties by simply accessing their account online to sort out any issues, without physically having to go to their office. That is huge for me! PDPworks.com also allows me to help my Licensed Associates (LAs) by seeing who they are selling to and supporting them in their selling efforts."

PDP Q & A

What size of organizations use PDP?

Organizations from as small as ten individuals to as large as a Fortune 500 company can use PDP to benefit their staff and make a difference in their workplace. Firms large and small, formalized and decentralized, entrepreneurial and mature have put PDP to work with outstanding results. For best profitability and start-up sales, PDP Corporate recommends targeting organizations with an employee base of 50+.

How long do organizations use PDP?

The Licensee and client relationship is long-term. It is common for clients to reorder products and services. The Licensee sees recurring annual revenues, with low maintenance, from their clients.

How does PDP maintain market presence?

PDP Corporate publishes articles, presents at professional meetings, assumes leadership positions in professional organizations, participates in trade shows, and advertises in trade magazines. Clients are identified through these methods, as well as through direct mail, telemarketing, product seminars, and a large referral business network.

How do I make money with PDP?

There are two broad categories: 1. By providing services (training, seminars, and consulting) to small, medium, and large organizations in industries that you are interested in and knowledgeable of, and 2. by licensing products (PDPworks.com Platinum, Gold, or Silver account sales) which generate residual income year after year.

If I am experienced in the business, am I still required to go through PDP's training before I can begin my business?

Yes, there is no replacement for the extensive training offered at PDP Corporate headquarters. Because of the learning curve inherent in PDP concepts and applications, an initial training, the Certified PDP Administrator Course, is, in fact, recommended. After that level of learning, you will then be ready and qualified to attend the full Licensed PDP Representative Certification Course at PDP Corporate.

Aside from my license fee, what will be my initial capital outlay?

We estimate that you will need $21,500 – $52,500 to launch your PDP business. A specific breakdown is listed on the Investment Summary page of this packet.

Do I have to have staffing?

Many of our representatives have not added staffing, yet have been successful. However, 36% of our representatives have elected to add staffing to optimize their growth.

Answers to all your people questions.