



# INFLUENCER GUIDE

Do you know someone entering the job market with an interest in technical work? Maybe a career as a **Cat dealer technician** is their ideal future. Whether they're your child, student, apprentice, friend or a relation in the military, this resource will help you guide them in their professional journey. At a Cat dealer, they could **find a job** that fits their strengths.

## PARENTS & GUARDIANS

If your graduate enjoys exploring the latest technology and putting their problem-solving skills to the test, there's a good chance they'll find fulfillment as a Cat dealer technician. Multiple roads lead to success – whether through a two-year associate degree track with affiliated colleges in the ThinkBig program, a four-year bachelor's degree track in the ThinkBIGGER program or entry-level training opportunities for high school graduates. They can build on fundamentals learned in higher education or start an apprenticeship upon high school graduation, capitalizing on life experiences while avoiding college debt. No matter how they begin, there is a clear trajectory for growth in the Cat dealer network.

Visit [caterpillar.com/thinkbig](https://caterpillar.com/thinkbig) to learn more about the educational options available.

## ADVISORS & TEACHERS

As teachers, advisors and counselors, you prepare students for the next phase in their lives, and they value your guidance. By encouraging technically minded young adults to pursue a career as a **Cat dealer technician**, you're steering them toward a destiny with abundant opportunity.

Cat provides several valuable resources for skills development, like **Technicians for North America** – a free online training program that prepares young adults for the responsibilities of a dealer technician. Future employees hone their skills through the **ThinkBig program**, at **various schools** throughout North and South America, while **apprenticeships** and fellowships provide high school students and early-career individuals with direct training at local Cat dealers.



At participating schools, Cat offers support and access to applicants in need of assistance with the **Dealer Excellence Fund**. Ask your **local dealer** about special grants that may be available. As for students who are just beginning their decision-making process, check out early-career training programs at SkillsUSA and FFA. These organizations give useful hands-on experience, helping students determine whether this is the career for them.

Visit [caterpillar.com/education](https://www.caterpillar.com/education) to view the paths your students may take as they explore future possibilities.

### **MILITARY & VETERANS**

Transitioning from servicemember to civilian comes with its own challenges, and Cat dealers embrace the expertise that veterans bring with them. Whether they desire to remain in a technician role or transition into a leadership position — in Service

Management, Parts Management or Sales & Rental Management — veterans will find a welcoming professional home in the Cat dealer network. At various Cat dealers, clearly defined goals and values are shared among co-workers and management, many of whom are fellow veterans. Along with career stability, earning potential and hands-on experience using some of the world's latest technology, Cat dealers offer veterans the chance to support themselves and their families with satisfying careers.

Visit [caterpillar.com/techniciancareers](https://www.caterpillar.com/techniciancareers) to learn about some of our technicians who transitioned out of military service and into a new profession.

No matter where an applicant comes from, there is a future prospect for them at Cat. Stay up to date on all of our open dealer technician positions and apprenticeships at [www.caterpillar.com/dealertech](https://www.caterpillar.com/dealertech).