



ONLINE E-LEARNING EDUCATION

arrives to the
Ceramic Tile And Stone Industry

Whichever trade show or conference you attend in the ceramic tile and stone industry, there is a common grievance you will hear: we need our employees to be better educated!

In today's busy world, there are many obstacles that contribute to people not getting the training they need in order to better perform on the job. With the scarcity of time and business travel becoming prohibitive, the task of acquiring knowledge is a little more challenging.

That is why the time is right for online education known as E-learning Technology. Donato Pompo, founder of Ceramic Tile and Stone Consultants (www.CTaSC.com), has recently launched the University of Ceramic Tile and Stone (UofCTS), which utilizes the latest learning technology in education.

Understanding the Basics of Ceramic Tile is the first course in what will be a series intended to train newcomers and veterans in the industry. There is an emphasis on how this information can be used to be more effective on the job and to sell more

products by gaining credibility with the customer.

Here is some insight about how this new E-learning technology works: E-learning Technology has been developed and fine-tuned at the university level of our school systems, particularly over the last five years. Only now is it beginning to be applied in the business world where there is a huge demand to educate employees and customers in a timely and cost effective way.

E-learning Technology is run and hosted on computer servers with Learning Management Software (LMS). These programs have the ability to do synchronous and asynchronous educating, while being able to track, report and provide administration functions.

Asynchronous educating is where someone has access to an online course 24 hours a day, 7 days a week. This makes it possible for students to set their own pace and work through the material at their own rate. Understanding the Basics of Ceramic Tile is this type of course.

Synchronous educating is where you

can form a class of students to go through a series of courses where everyone meets live, on the internet, at the same time each week and it is led by an instructor. Of course, it doesn't matter where the instructor or students are located, as long as they have a computer and access to the Internet. Students and teachers can have discussions, teachers can make presentations, homework can be assigned and turned in on the web-based University campus. The software allows the teacher to manage and post grades for students, and to set office hours for the students to reach the teacher online.

The best part of Asynchronous E-learning Technology is that it is an exceptionally effective method of

teaching. The courses can be designed to be engaging and enjoyable, while successfully communicating the information you want the employee or customer student to learn.

The E-learning Technology allows you to incorporate pictures, sound, video clips, and animation to more effectively communicate your message. It provides multiple types of assessment used both to test, and to emphasize and reinforce key points and concepts. It can easily be presented in multiple languages. All these features allow you to effectively educate people, resulting in high retention in a relatively short period of time. The assessment questions are done to encourage, not intimidate. After all, the purpose is



Donato Pompo
CTC, CSI, CDT, MBA
Over 25 years experience.

University of Ceramic Tile And Stone (UofCTS) presents Online Education Courses

Do you or any of your customers or employees need educating on understanding Ceramic Tile or Stone to help them sell more effectively?

- Created with the Latest Information and Years of Experience
- Provides Product Knowledge and Sales Techniques for Selling
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to foster the students' understanding.

The amount of time required to complete a course varies somewhat, but on average, it takes between four and five hours. Once a student has finished the course with a passing grade, they can print out their own diploma. Employers can be provided with reports or have access to their class data online at the campus to find out who took the course, when they started, ended, how long it took, and see the results of their tests.

Now there is a way to equip your employees with industry knowledge, selling techniques or whatever will enable them to be more effective in their jobs. This also avoids the problem of having to take away precious selling time of others in your company to train new people. Not to mention the benefits of educating your customers to better understand and more effectively sell or use your products.

These courses can be easily and affordably customized for any company, designed around their products. The courses can be used as a marketing tool to educate employees and customers or customer's customers on new products. In addition, a campus can be customized to include a company's logo so it appears as an exclusive.

E-Learning will not replace hands-on training, as needed for installers, but it can be very beneficial by allowing the time normally spent in the classrooms to be done online, in advance, and thus leaving more time for the hands-on training.

To access the University of Ceramic Tile And Stone (UofCTS) campus go to www.CTaSC.com, and select UofCTS Online Courses from the menu. Courses are described and you can select your course of choice and pay for it with a credit card. Large volume purchases of classes would be arranged by contacting Donato Pompo of Ceramic Tile And Stone Consultants at dvpompo@CTaSC.com. The student is given 14 days to complete the course.

In conclusion, the easiest way to increase sales and profitability is through educating your employees and customers. Now you have an easy and affordable, and effective way to accomplish this that will bring you high returns on a modest investment.

For more information, contact: Ceramic Tile Consultant, Donato Pompo, CTC, CSI, CDT, MBA, at www.CTaSC.com or e-mail at dvpompo@CTaSC.com or by calling 619-669-2967. ■



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