



University of Ceramic Tile and Stone

P.O. Box 965

Jamul, CA 91935-0965

www.UofCTS.org

tel: 602-377-9480; info@UofCTS.org

PRESS RELEASE
For Immediate Release

University of Ceramic Tile and Stone (UofCTS)
Develops Canadian Online Ceramic Tile Course for
Terrazzo Tile & Marble Association of Canada (TTMAC)

*Education is the fastest and easiest way to increase sales and profits,
and limit your liability!*

San Diego, CA, February 3, 2011 – The University of Ceramic Tile and Stone (UofCTS) announces it has developed a Canadian version of its popular online course, ***Understanding the Basics of Ceramic Tile***, which has been released and is available through Terrazzo, Tile and Marble Association of Canada (TTMAC) www.ttmac.com.

The UofCTS was given the assignment to convert the American version of the course after TTMAC board members agreed that training was a top priority for the association. The most cost-effective way to reach the TTMAC membership was by providing coursework that was readily available via the internet.

Len Tompkins, TTMAC's General Manager states that "***TTMAC's Understanding the Basics of Ceramic Tile online course*** allows our members to upgrade the knowledge base of their employees, making them more effective and productive when dealing with their clients."

TTMAC collaborated with the UofCTS to convert the original *Understanding the Basics of Ceramic Tile* course into a version that would be relevant to the Canadian market. It references the Canadian TTMAC manuals, specifications and industry standards, as well as relevant U.S. industry standards. The primary measuring units are metric, but it does include U.S. measuring units as well.

TTMAC's Understanding the Basics of Ceramic Tile course offers an up-to-date comprehensive look at the Canadian ceramic tile industry covering everything from Industry Standards, Usage and Applications, Installation Methods, to Products and Design, Care and Maintenance and Professional Sales Techniques.

Installers, salespeople, and design professionals as well as business owners are the primary audience for TTMAC's new online training course. The information provided will benefit anyone working within the tile industry by giving them a solid foundation on which to build a successful career. ***Whether you are an installer or sales person or design professional***, you need to know and understand industry standards, product knowledge, installation methods, and professional sales techniques in order to meet your clients' needs and to limit your liability. ***Knowledge leads to intelligent decisions.***

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Online Training ■ Hands-on Training ■ Classroom Training ■ Job Site Training ■ Custom Training



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Companies can now train their employees and their customers in a convenient and very cost effective way. *TTMAC's Understanding the Basics of Ceramic Tile* course is conveniently available online, so there are no travel expenses or lost productivity, and it is accessible wherever there is a computer with an internet connection. Students can logon 24/7 and can set their own pace. A diploma is provided upon completion of the course.

The initial feedback from Canadian students has been very positive. At the end of each lesson students are asked to complete a brief evaluation so course developers can keep tabs on where improvements may be needed. ***Some of the comments from the first Canadian students who completed the TTMAC course show that they are learning the tools they need to succeed:***

- *"As a salesperson this lesson has given me more insight on how to present our product lines to our dealers and how they can also benefit on their end by applying these details for more sales."*
- *"I learned Targeting Key evaluation points to ask our customers so they are informed as well as creating an opportunity to up-sell!!"*
- *"You have done very well in presenting this material in a way that can benefit all in a tile company from the order desk staff to the sales people. Well Done!"*

The UofCTS firmly believes that ***knowledge equals sales***, and this is one of the main themes put forth in *TTMAC's Understanding the Basics of Ceramic Tile*. The concept is simple: the more a salesperson or installer knows about the product, the easier it will be to communicate the features and benefits to the customer. The more information a customer has, the more he or she is likely to make an intelligent decision and purchase the products or services from the person providing them with the information and options. Thus information is the key for avoiding false expectations and potential problems, and keeping satisfied customers.

In the end, properly training a sales force leads to more sales and more profit for the company. Training gives employees and customers the tools they need to build confidence, credibility and more sales!

To see a ***video preview*** of the "Understanding the Basics of Ceramic Tile" online training course and others visit the www.CTaSC.com website found on the online training courses page.

Tuition is only \$150 CND per person and once registered, students have 30 days to complete the course which is accessible online, 24/7. Students can print a diploma when they have passed all lesson assessments. ***Visit TTMAC website for details on purchasing the course at www.ttmac.com.***

For further information about the UofCTS training services please contact Joseph L. Russ,

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E-Learning and Training Director, Joe@UofCTS.org, or 602.377.9480.

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Contact:

Tricia Pompo

Marketing Director

Ceramic Tile and Stone Consultants, Inc.

Tel. 866/669-1550; Email: Tricia@CTaSC.com

Website: www.CTaSC.com