



**Ceramic Tile and Stone Consultants**

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## **University of Ceramic Tile and Stone (UofCTS) Launches Online Training Program**

Jamul, CA, April 27, 2003 -- The campus of the **University of Ceramic Tile and Stone (UofCTS)** is now enrolling students for its internet training program designed to illustrate the basics of tile and stone including the history, properties and types, installation methods and useful sales techniques.

Founded by Donato Pompo of Ceramic Tile and Stone Consultants ([www.CTaSC.com](http://www.CTaSC.com)), the University utilizes state-of-the-art e-learning technology, the latest in online education. It is designed to make the learning process easier and enjoyable and contains many interactive features. Available twenty-four hours a day and seven days a week, students are able to pace themselves and study at convenient times.

*Understanding the Basics of Ceramic Tile* is the first in what will be a series of informative courses intended to train newcomers as well as veterans in the industry. Students will learn terminology of the ceramic tile and stone industry, which is essential for understanding the products and their applications. Installation techniques are also explained and illustrated in step-by-step photographs and descriptions. Sales techniques and tactics are covered. At the conclusion of each lesson a summary quiz is used to reinforce key points and concepts to ensure that students retain what they have studied.

The **UofCTS** puts an emphasis on how the information can be used by sales people in order to gain credibility with customers and to be more effective at selling; whether in the showroom, providing customer service or making sales calls. Says Pompo, "Online training is a new and easy way to equip your employees with the knowledge they need to be successful in their jobs." Adding, "Ultimately it benefits the company by helping your staff to sell more without taking time away from seasoned salespeople to train others."

The amount of time required to complete a course depends on the individual, but on average, one can expect to spend between four or five hours online. Once a passing grade is achieved, students can print out their own diploma. Employers can be provided with reports or have access to their class data online, through the **UofCTS campus**, to track their employees' progress and to see test results. A student has a total of fourteen days within which a course must be completed.

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An added feature of the **UofCTS** is the ability to customize the course to promote a specific company using logos and plugging in actual product names to the text. In this way, the course can be used as a marketing tool to educate not only employees, but distributors and their customers as well.

When asked why he created the University, Pompo says, “I want to help companies increase their sales and profitability, and the easiest and most effective way of doing that is through educating their employees and customers.” He adds, “The courses offered through my online training program are affordable and will bring high returns for a relatively modest investment; particularly when you consider the convenience and savings of not having to travel or having to take the student away from their normal work.”

Visit the **University of Ceramic Tile And Stone (UofCTS)** campus by logging on to [www.CTaSC.com](http://www.CTaSC.com), and selecting **UofCTS Online Courses** from the menu. Payment must be made with a credit card. Large volume purchases of classes can be arranged by contacting Donato Pompo of Ceramic Tile and Stone Consultants at [dvpompo@CTaSC.com](mailto:dvpompo@CTaSC.com). Courses start at \$95 each.

Donato Pompo CTC CSI CDT MBA is the founder of Ceramic Tile and Stone Consultants. A veteran of the industry, he has over 25 years experience from installation to distribution, to the manufacturing of installation products. After 17 years as a distributor and over seven years as a regional sales manager for Laticrete International, Pompo opened his company Ceramic Tile and Stone Consultants (CTaSC). CTaSC provides services in Job Problem Investigations, Quality Control Services, Training Programs (online or onsite), Market Research and Outsourcing Services and Business Planning services.

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