

PRESS RELEASE

For Immediate Release

NEW updated Ceramic Tile Online Education Course RELEASED...

Ceramic Tile Distributor Association starts CTDA Online Education Program...

San Diego, CA, December 1, 2004 – The **University of Ceramic Tile and Stone (U of CTS)** announced that they have updated and expanded their web based ceramic tile sales training course called **“Understanding the Basics of Ceramic Tile.”** Topics have been added or expanded on Care and Maintenance, Up-selling Opportunities, CTDA Color Shade Variation program, Answering the Porcelain Tile Question, and more.... For details visit www.CTaSC.com. Click here to go directly to: [Online Courses](#).

Furthermore, the **University of Ceramic Tile and Stone (U of CTS)** announced that they have partnered with **CTDA** to develop an online education program exclusively for **CTDA members** called **CTDA Online Education**. CTDA is offering their own customized version of the course **“Understanding the Basics of Ceramic Tile,”** at a special price for CTDA members. Visit www.CTDAhome.org for details.

CTDA Online Educational Courses:

- Teach your employees the basics of Ceramic Tile with selling tips
- Give your employees credibility with your customers
- Sell more tile with more upgrades
- Available on the Internet for 14 days, 24/7 (any time at home or at work)
- No loss employee productive time or travel expenses
- Self-paced interactive course - come and go as you please at your own rate...
- Enjoyable experience and very Effective at teaching
- Student prints their own Diploma upon completion
- Group Managers get reports on students' progress and results
- All you need is a computer and access to the internet

“Understanding the Basics of Ceramic Tile” is a ceramic tile course for new employees and for those who haven't had the opportunity to learn about the history and all the aspects of ceramic tile. The course, which is offered through the [University of Ceramic Tile and Stone \(U of CTS\)](#), teaches the **History, Types and Uses of Ceramic Tile**, the **Manufacturing Process**, **Installation and Maintenance**, **How to Select the Right Ceramic Tile**, and **How to Avoid Problems and False Expectations**. The course is designed to help

sales people increase their sales of ceramic tile, and provides many sales techniques throughout the course. The course tuition provides 14-day 24/7 access, which allows you to come and go as you please.

Further information about customizing online courses for your company, can be obtained by visiting **Ceramic Tile and Stone Consultant's** website at www.CTaSC.com. Click here for more details: [Customized Online Courses](#).

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