



University of Ceramic Tile and Stone

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**PRESS RELEASE**  
**For Immediate Release**

## University of Ceramic Tile and Stone (UofCTS) updates

### Online Sales Training Course *"Understanding the Basics of Ceramic Tile"*

*Education is the fastest and easiest way to increase sales and profits!*

San Diego, CA, January 13, 2011 – The University of Ceramic Tile and Stone (UofCTS) has released a **new updated version** of its popular online course, **"*Understanding the Basics of Ceramic Tile*"**. The course offers an up-to-date comprehensive look at the ceramic tile industry covering everything from Industry Standards, Usage and Applications, Installation Methods, Products and Design, Care and Maintenance, and Sales Techniques.

"*Understanding the Basics of Ceramic Tile*" has been created with salespeople, installers and design professionals in mind as well as business owners. The course is conveniently available online which makes it ***very cost effective for companies to train employees and customers***. There are no travel expenses or lost productivity and it is accessible wherever there is an internet connection. Students can logon 24/7 and can set their own pace.

**One of the main themes throughout the ceramic tile course is that *knowledge equals sales***. For example, the more a salesperson knows about the product, the easier it will be to communicate the benefits or drawbacks to the customer. The more information a customer has, the more he or she is likely to make an intelligent decision, thereby avoiding false expectations and potential problems. ***Ultimately, training your sales force leads to more sales and more profit for the company. Training gives your employees 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](http://www.CTaSC.com) website found on the online training courses page.

***Tuition is only \$150 per person*** and once registered, students have 14 days to complete the course which is accessible online, 24/7. Students can print a diploma when they have passed all lesson assessments. Volume discounts are available.

**In addition**, UofCTS is providing the ***Ceramic Tile Distributors Association (CTDA)*** with a customized version of the ***updated course, "CTDA Online: Understanding the Basics of Ceramic Tile."*** CTDA offers a special price for its members. Visit [www.CTDAhome.org](http://www.CTDAhome.org) for details.



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Soon UofCTS will announce the release of the new Terrazzo, Tile and Marble Association of Canada (TTMAC) **Canadian version** of the "Understanding the Basics of Ceramic Tile."

For further information about the UofCTS training services please contact Joseph L. Russ, E-Learning and Training Director, [Joe@UofCTS.org](mailto:Joe@UofCTS.org), or 602.377.9480.

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