



University of Ceramic Tile and Stone

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PRESS RELEASE
For Immediate Release

The University of Ceramic Tile and Stone's (UofCTS) Online Installation and Sales Training Courses

Approved by WFCA for Continuing Education Credit

UofCTS Courses qualify for scholarship reimbursement through WFCA

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

San Diego, CA, January 19, 2011 – The University of Ceramic Tile and Stone's (UofCTS) online installation sales training courses, ***Understanding the Basics of Natural Stone*** and ***Understanding the Basics of Ceramic Tile***, are now eligible for the continuing education requirements of the **World Floor Covering Association's (WFCA)** industry certification program. The UofCTS courses also qualify for trade scholarship reimbursement through the **World Floor Covering Association (WFCA)**.

The **UofCTS courses** offer a comprehensive look at ceramic tile and stone, including industry standards, installation methods, avoiding problems, sales training and how to work effectively with clients.

The **WFCA** and its 3,000-strong retailer membership are dedicated to providing consumers the information, service and support needed to ensure a successful floor covering purchase experience. It is committed to providing its retailer members and industry partners leadership and resources that will raise the level of professionalism, increase industry profitability and enhance consumer satisfaction. To that end, **WFCA offers its "Regular Member" organizations a scholarship program designed to help their businesses and the floor covering industry grow and prosper through education and training.**

Understanding the Basics of Natural Stone and ***Understanding the Basics of Ceramic Tile*** have been created with installers, salespeople, and design professionals in mind. The courses are conveniently available online, which makes it ***very cost effective for companies to train staff members 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.

In these tough economic times the fastest way to increase sales and profit is through education. Once employees and customers are trained they will become more confident, credible, and effective in their jobs, and there will be less costly failures and problems, resulting in more sales and profit.



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To see a video preview of the courses visit the 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.

The UofCTS is the training division of Ceramic Tile and Stone Consultants (CTaSC) and is committed to developing training programs for the ceramic tile and stone industry utilizing the latest and most effective technology and learning methodology. *Launched in 2003, Understanding the Basics of Ceramic Tile and Understanding the Basics of Natural Stone have already enjoyed success with trade and design professionals for several years. The UofCTS also provides live classroom training and jobsite training.*

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

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