



**VALUE
DELIVERED**

IN THIS ISSUE:

[2008 Management Conference](#)

[Sign Up Today for a CTDA Webinar!](#)

[Certified Ceramic Tile Salesperson Testing Information](#)

['Courtesy of' Copies of TileDealer](#)

[Coming Soon - CTDA Member Showroom Idea Center!](#)

[PRINTER FRIENDLY](#)

[LAST ISSUE](#)

[CTDA WEBSITE](#)

[COVERINGS](#)

CTDA 2008 Management Conference: Register Today!

Business is down this year and right now everyone is struggling with the slowing economy. Don't think you can afford to attend the Management Conference this year? Don't make that mistake! This year's speakers will give you valuable insight into how to survive during these difficult times and much more. From sales education to personal motivation, these seminars will give you the added boost your business needs. For more information on this year's speakers [Click Here](#).

The CTDA Management Conference, held every November, provides valuable opportunities to learn from the nation's finest speakers, discuss needs with suppliers, and share ideas and solutions to mutual problems with fellow distributors.

For more information and to register today [Click Here](#).

[\(back to top\)](#)

Sign Up Today for a CTDA Webinar!

Profiting with Ceramic Tile and Natural Stone by Mike Ferris

What do your customers see when they enter your showroom? Are you presenting your ceramic tile and natural stone in the best fashion to drive sales? Learn the basic merchandising systems that "Wow" your customers and set you apart from your competitors!

The next CTDA webinar is scheduled for September 19th at 10:00 a.m. CENTRAL. It will be given by Mike Ferris (Dal-Tile / Mohawk). Mike's experience includes 27 years in Training and Development and over 20 years in Sales, Sales Management, and Sales Training. For the past 10 Years, Mike has served as Director of Sales Training for Dal-Tile / American Olean and is responsible for designing and delivering customized training programs in the areas of Sales, Technical Product Applications, Customer Service, Branch Operations and Management throughout the Dal-Tile / American Olean organization and to external customers and sales partners. Mike also produces comprehensive Web Based, interactive training programs on Ceramic Tile and Natural Stone Fundamentals and produced two educational videos on the manufacturing of ceramic floor and wall tile to support ongoing customer training and provide an additional resource for continuing education to the flooring industry. Mike has a B.S. in Industrial Education from the University of North Texas. His professional affiliation is with the American Society of Training and Development.

Prepare yourself to become a more consultative resource to your customers and answer their questions with accurate, credible information. Learn a systematic approach for guiding your customers through a sequential and comprehensive ceramic tile and natural stone selection process that not only sets you apart from your competitors, but can build your profit on each sale. Learn how to: *"Sell the room; not the tile!"*

Webinar Participants Will Learn:

1. Maximizing Profits from Your Showroom Merchandising Systems - Selecting the "Right" Merchandising Tools - Calculating your Return on Investment for Showroom Displays - The Effective Showroom Checklist
2. Building Your Credibility with Customers - The Customer Focused Selling Process - Asking the "Right" Questions
3. The Ceramic Tile and Natural Stone Selection Process - The Six Step Process to Profits - Driving Profits with Decorative Accents - Don't Forget those Pattern and Grout Options
4. Estimating Pattern Orders - Using a Pattern Guide Worksheet
5. Using Room Visualization Tools - Computer Aided Virtual Reality Room Visualization Tools

[Click here](#) to download a registration form for this Webinar. [Click here](#) to register online. [Click here](#) to view the developing schedule of monthly webinars.

Please [contact CTDA Staff](#) with suggestions on future topics, or if you or someone from your company would like to present a CTDA webinar.

Please Note: In order to register online you will need your user name and password. If you have troubles obtaining this information please contact CTDA Staff at (630)545-9415.

[\(back to top\)](#)

Certified Ceramic Tile Salesperson

CTDA's Certified Ceramic Tile Salesperson program is quickly becoming a must have Certification for all individuals in the Ceramic Tile industry, with currently over 170 certified! Don't pass up this opportunity to put your employees ahead of the competition!

The next CTDA hosted testing will be at the 2008 Management Conference in Rio Grande, Puerto Rico on Wednesday, November 5th.

Sign up now by [clicking here](#).

Not able to make it to the Management Conference this year? Follow the lead of fellow distributors like, D&B Tile Distributor's, Century Tile, Hamilton Parker, and Laticrete and schedule a Private Testing!

To learn more about the CCTS program [click here](#).

To apply now for your private testing [click here](#).

([back to top](#))

'Courtesy of' Copies of TileDealer

A new benefit of membership in CTDA is the ability for members to provide customer names to receive TileDealer magazine. The customer names you provide will receive issues of TileDealer and above their address on the issue it will read, "TileDealer Magazine, Compliments of (your Company name here)"

The names provided by our members will be sent TileDealer for one year beginning with the first issue in January 2009. After one year, the member will be given the opportunity to resubmit a list of customer names to receive TileDealer for the following year.

Follow the steps below to submit customer names to CTDA:

1. [Click here](#) and download the format (Note: No lists will be accepted unless in this format)
2. Prepare your data into the correct format
3. Email list to erins@cmservices.com no later than November 14th. Any lists sent after this time will not be integrated into the 2009 mailings.

Duplicate names will be treated on a first come, first served basis.

([back to top](#))

CTDA Member Showroom Idea Center - Coming Soon!

The CTDA Showroom Task Force is currently working hard on developing a website in which members can share showroom photos, ideas and articles. Not to mention allow CTDA Allied Members to post links to their products.

Help CTDA staff kick off the website by providing pictures of your showroom!

Each photo must be a jpeg image and contain the following information:

1. Company Name
2. Market Focus (who is this showroom trying to sell to)
3. Business Focus
4. Whether or not the showroom is open to the public
5. Showroom Size
6. Number of Employees at showroom location
7. Type of Employees (Interior Designers, Certified Salesman, etc.)
8. Location of Showroom

CTDA staff recommends downloading the photos onto a CD and mailing to CTDA, 800 Roosevelt Road, Building C Suite 312, Glen Ellyn, IL 60137. Upon receiving the photos the Showroom Task Force will review to determine which photos are appropriate for the site.

Please contact CTDA staff with questions at 630-545-9415.

([back to top](#))