Education and Certification
CTDA offers several educational products at special member discounts. Whether you’d like to introduce a new employee to the tile industry, or educate customers on the color/shade variances found in tile, let CTDA provide you with the right tools for success.

Online Education
The fastest way to increase your sales and profits is through education. CTDA Online Education courses, offered through the University of Ceramic Tile and Stone, provide your employees the tools they need to build confidence, credibility and effectiveness.

Webinars
Use CTDA’s webinar program to educate your whole staff! With a variety of topics from “Making Profit a Reality” to “Barrier Free Shower Installations,” these webinars help to expand your knowledge and provide you with the business tools you need to continue to be successful.

Tile Training in a Box
This is an affordable way to introduce a newcomer to the ceramic tile industry using a variety of teaching methods covering a number of topics including basics of the tile industry, tile types and functions, ceramic tile terms and usages, installation, care and maintenance, presenting and selling tile, and stone types and use.

Color/Shade Variation Program
Implement the CTDA Color/Shade Variation Program and create appropriate shade and color expectations for your customers. Use graphic representations of each variation along with full-color photographs of actual tile installations. Train your salespeople to sell shade and color variations for what they are...part of the art that is tile.

Certified Ceramic Tile Specialist Certification
Gain prestige, professional recognition, expanded knowledge and increased customer satisfaction through documented sales competence. CTDA established the certification program specifically designed by and for ceramic tile salespeople. The exam is given by CTDA during Total Solutions Plus and Coverings. You can also schedule private testing.
Association Publications
CTDA members receive free subscriptions to these publications designed specifically for ceramic tile professionals.

CTDA’s TileDealer Blog
Industry news and insights, product information and more to help you and your business succeed are provided in this blog. CTDA’s TileDealer Blog can be accessed at TileDealer.org.

CTDA This Week
The associations’ weekly, electronic newsletter delivers current news and opportunities for education and networking.

Member Resources
CTDA provides your company a competitive advantage through resources developed specifically for the ceramic tile industry.

CTDAhome.org
CTDA’s Website offers tools and resources for distributors, manufacturers, specifiers and homeowners. Access association and industry education, register for meetings, and find products or distributors. It also gives each CTDA member a personalized web page and access to resources in the Members Only Section. Search for distributor members in your area and register for Total Solutions Plus or CTDA educational products.

Profit Report
Benchmark your bottom line against others in the industry. Participate in this completely confidential and comprehensive yearly survey of CTDA members and receive a personalized report to help you increase your profitability.

Employee Compensation Survey
Hiring and maintaining good employees is essential to the profitability of your business, especially in today’s economy. To achieve that goal, you must consider your overall employee compensation plan—not just your pay scales, but your benefits program as well—in comparison to other firms in distribution.

Membership Directory
Quick access to member’s contact information in the Members Only section of the website.

Committee Involvement
CTDA members have the opportunity to participate in one or more of the CTDA committees. Network and build relationships within the industry and allow your voice to be heard.

- Certification Committee
- Convention Planning Committee
- Education Committee
- Marketing/PR Committee
- Membership Committee
- Social Media Committee
- Technical Committee

Total Solutions Plus
CTDA is one of the co-hosts to this annual industry event and CTDA members enjoy discounted registration as well as profitable table top and sponsorship opportunities.

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