

◆ FOUR SALES COMPONENTS — EVERY PROJECT STARTS HERE

**01
SYSTEM**

Location & Performance

**02
DESIGN**

Patterns • Borders • Logos

**03
COLORS**

Full Selection Per System

**04
TOP COAT**

Performance Enhancements

PRODUCTS & COATINGS**CEMENT OVERLAYS**

Rustic Concrete Wood • Tuscan Slate • Grand Flagstone • Venetian Tile

EPOXY & URETHANES

Metallic Marble Stain • Italian Marble Epoxy • Resinous 123 Floor • Protector Flake • Quartz

GRANIFLEX

Graniflex Flake • Graniflex Quartz • Marble Flex

POLYHARD

Colored • Quartz

SCIENTIFIC CONCRETE POLISHING

SCP Wet • SCP Dry

CP SEALER

Concrete protection & preservation

REPAIRS & JOINTS FILL

Crack repair • Joint fill • Leveling

7-STEP INSTALLATION**1****SURFACE PREPARATION**

Grind • Shot Blast • Acid Wash • Other

2**REPAIR & JOINTS**

Crack repair • Joint filling • Leveling

3**PRIME COAT APPLICATION**

System-specific primer selection

4**DESIGN LAYOUT**

Pattern layout • Borders • Taping • Logos

5**INTERMEDIATE COAT**

Base color • Flake broadcast • Quartz

6**SEAL COAT APPLICATION**

Protective seal layer for durability

7**TOP COAT APPLICATION**

Final performance • UV & wear protection

THE CONCRETE PROTECTOR — Incredible Products, LLC

theconcreteprotector.com • Client Reference Tool • 2026

Surface Texture & Color Selection

The #1 factor in customer satisfaction — and the #1 source of disputes when skipped

△ CRITICAL SALES STEPEvery design consultation must cover **texture** and **color** selection with physical samples. When documented on the contract, this single step eliminates free rework and protects your margin.**TEXTURE SELECTION**

Choose grip vs. cleanability

T-1

MOUNTAINS & VALLEYS

Most aggressive
Best grip
Harder to clean

◀ EASIER TO CLEAN

SMOOTH**T-2**

MOUNTAINS

Moderate texture
Balanced grip & cleanability**T-3**

SMOOTH

Few islands
Easiest to clean
More slippery wet

BETTER GRIP ▶

BALANCED**AGGRESSIVE****★ SALES BEST PRACTICE**

Always use physical texture samples the customer can touch. Label each with a clear code. When they choose, **record the code on their contract**. This puts responsibility for the choice in writing.

COLOR SELECTION

Set expectations before install

Some customers struggle to visualize finished colors. **Physical samples are essential**. Printed charts are a guide only — colors shift between printers and inks.

Show physical samples

Exact color approval whenever possible

Explain print variance

Charts are guides, not exact match

Multi-color mixes vary

2+ stains = dozens of unique shades

Document the selection

Sample code + sign-off on contract

★ SALES BEST PRACTICE

Explain that **printed charts are a guide, not a guarantee**. Show mixed samples when available. Document the approved code to **protect both parties**.

△ PROTECT THE SALE — DOCUMENT THE CHOICE

When texture and color selections are **clearly recorded on the contract with sample codes and customer sign-off**, any post-install change requests become paid work — not free rework. **This is not your liability when you've done the sales process right**.

★ BEFORE EVERY ESTIMATE

Bring labeled texture samples (T-1, T-2, T-3) and physical color charts. Let the customer touch and compare.

★ DURING THE CONSULTATION

Explain the tradeoff: smooth = easy clean but slippery; aggressive = great grip but harder to clean.

★ ON THE CONTRACT

Record texture code + color code with customer signature. This eliminates free rework disputes.