◆ 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
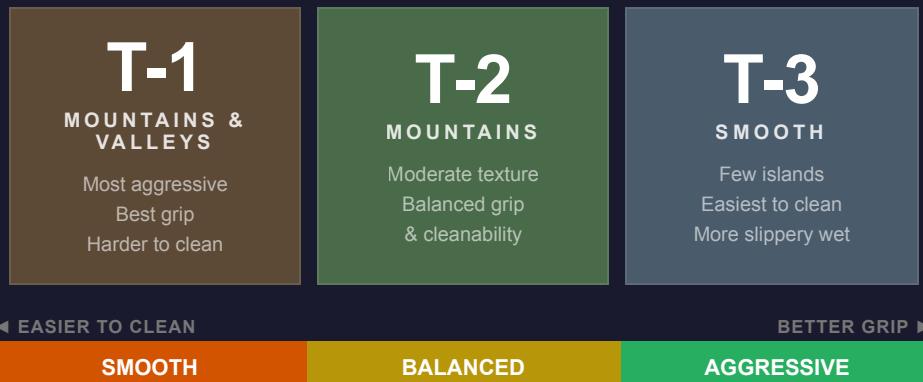
Surface Texture & Color Selection

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

Every 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

T-2
MOUNTAINS

Moderate texture
Balanced grip
& cleanability

T-3
SMOOTH

Few islands
Easiest to clean
More slippery wet

◄ EASIER TO CLEAN   BETTER GRIP ►

SMOOTH	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.