

♦ 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

⚠ CRITICAL SALES STEP

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

<p>T-1 MOUNTAINS & VALLEYS</p> <p>Most aggressive Best grip Harder to clean</p>	<p>T-2 MOUNTAINS</p> <p>Moderate texture Balanced grip & cleanability</p>	<p>T-3 SMOOTH</p> <p>Few islands Easiest to clean More slippery wet</p>
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◀ EASIER TO CLEAN

BETTER GRIP ▶

SMOOTH	BALANCED	AGGRESSIVE
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★ 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.