



“Bringing Design & Beauty to Concrete Floors Around the World”

CTi... Nothing is left to chance!

The CTi opportunity through its CT International regional distributor extends well beyond the boundaries of your initial inquiry. We not only offer a unique means to achieve your goals, we also put at your disposal the finest proprietary software, videos, manuals and support structure to assist you in exceeding your expectations. No other business opportunity offers you such a well defined, well supported, success-driven road to your vision. Every step has been thought out, indeed experienced by our Dealer Network over fifteen years and bolstered by the most professional sales, marketing and training presentations available for any industry! Following are just a few examples...

Questions for any business:

CTi's Answers...

- 1. Can this business get me to my goal?**
- 2. How do I organize my business?**
- 3. What will I need for business expenses?**
- 4. What should my advertising budget be?**
- 5. How much should I charge for my services?**
- 6. How will I know if I'm really profitable?**

The CTi SMART Path

The SMART Path (an acronym for Sales, Marketing, Application, Reward & Trust), was originally designed for CTi's existing network of Dealers. Information gleaned from our Dealers in the field over a fourteen-year period was converted to an Excel spreadsheet. The spreadsheet was designed with two ends in mind:

- A. To give our Dealers a basis for comparison between their CTi business and the average CTi business.
- B. To show our dealers exactly what was needed in terms of advertising, overhead and work to get them from where they were to where they wanted to be.

After its hugely successful acceptance throughout our Dealer Network, we realized the same information would be invaluable to new dealer prospects looking into a CTi business from the outside. Hence, the SMART Path in its current configuration, taken from over a decade of CTi Dealer experience to aid you in comparing the CTi Opportunity to the goals you have set for yourself and your family. Nothing is left to chance!

<ol style="list-style-type: none"> 1. Exactly what can CTi do for my customers? 2. How can I help them visualize their options? 3. How can I "WOW" my customers? 4. How can I make an unforgettable presentation to a commercial customer? 5. How can I really show my customers the uniqueness of CTi? 	<p style="text-align: center;"><u>The CTi Navigator</u></p> <p>Our Navigator software, now in its second generation, guides you through every step of the design process before and during the sales process. It allows you to import a digital photo of your customer's house or business and through an easy-to-follow, menu-driven process show them what their finished project will look like. Colors, textures, designs... borders, stencils, logos... Navigator is an invaluable sales and marketing tool. Your customers need no imagination or any unique visualization skills. Navigator will not only help you design the look they want but show them the finished project, as well.</p> <p>We not only demo Navigator during your training, we also demonstrate the Help Videos within Navigator that teach you every nuance of every capability. You can use the Help Videos to train yourself and go as deeply into the program as you would ever care to or... as minimally as you need for your next presentation. Navigator defines "User Friendly" while offering you an unparalleled tool to WOW! your prospects as you convert them to customers. Nothing is left to chance!</p>
<ol style="list-style-type: none"> 1. Where can I find professional estimating and invoicing forms? 2. How much should I charge for any particular job? 3. Exactly how much material will I need for any particular job? 4. What do I need at the job site? 5. How will I know exactly what this job cost me to complete? 	<p style="text-align: center;"><u>The CTi Estimator</u></p> <p>The CTi Estimator was designed to compliment the CTi Navigator. The Navigator helps you sell the job and... leaves several questions unanswered. How much should I charge to make the margins I want? How much of each product will I need to complete the project? And...what about job costing and invoicing and inventory control and record keeping? The CTi Estimator handles all of those questions for you. Once you and your customer have agreed on the scope of the project, Estimator takes care of everything from the Original Invoice to Bill of Materials for the crew.</p> <p>Estimator allows you to choose the type of job (in terms of our various CTi Systems), as well as the scope of the job (in terms of colors, textures, preparation and add-ons). Then based upon your individual, pre-programmed parameters, it will provide you with any and all of the paperwork for your office and crew and/or... the paperless records for your business accountability. Nothing is left to chance!</p>

<ol style="list-style-type: none"> 1. How can I effectively sell my services? 2. What do I say to prospective customers? 3. How will I remember all the features, benefits and available options? 4. How do I keep my customers interested in my presentation? 5. How do I ask for the order? 	<p style="text-align: center;"><u>The CTi Sales Video</u></p> <p>Have you ever had to make an in-home, sales presentation before? Have you ever experienced an in-home sales presentation in your own home? It can be a little unnerving from either side of the fence. CTi has taken the terror out of in-home presentations through our In-Home Sales Video! If your customer or your laptop has a DVD player, it's simply "Plug & Play" your way to in-home sales success. Our In-Home Sales Video will take your customer through every step of the process in an informative, entertaining way.</p> <p>So, even if you have had no previous experience... even if you would prefer to avoid the experience now... CTi has the answer for you! You'll never leave a sales call thinking "I should have said this," or "I should have said that." Your customers will never be left wondering, "How about this?" or "What about that?" The CTi In-Home Sales Video has been designed to put your prospects at ease while converting them to eager customers. All you have to do is little more than plug, play and smile! Nothing is left to chance!</p>
<ol style="list-style-type: none"> 1. What is the best way to prep this job? 2. What is the best way to install this job? 3. How long should this job take to complete? 4. Are there any "tips" I should know? 5. How long before foot traffic is allowed? 	<p style="text-align: center;"><u>The CTi Tech-Tip Videos</u></p> <p>We recognize that the training process doesn't end with your factory training, it starts there. We don't expect you to remember all you have seen and learned in a two-day training experience. As a result, when your CTi Dealer Package arrives, it will include our CTi Tech-Tip Video Series. Every one of our systems and applications is showcased in an individual video that takes you from preparation to rolling out the sealer. Nothing is left to your memory or imagination. As new systems and applications are introduced to the network, so, too, are new videos to support your knowledge base. Nothing is left to chance!</p>
<ol style="list-style-type: none"> 1. How do I make up sample boards? 2. What's the mix ratio for this system? 3. Where do I get my Warranty Forms? 4. Where can I find CTi marketing slicks? 5. How do I repair these broken steps? 6. What design stencils are available? 	<p style="text-align: center;"><u>The CTi Training Manual</u></p> <p>For those of you who prefer hard copy, everything you need to know about your CTi Business is contained in our CTi Training Manual... everything from the ad slicks to market your business to the mix ratios of our Hallmark System. Our Training Manual is so unique we require your signature to receive a copy and... only after you have made the commitment to move forward with your CTi Dealership. Nothing is left to chance!</p>

<ol style="list-style-type: none"> 1. How do I create an internet presence? 2. How can I get a great web site made for my business? 3. Who can I get to host a web site for me? 	<p style="text-align: center;"><u>The CTi Website</u></p> <p>CTi's Technology Team has a complete web page already loaded with the latest internet technology. You will be up and running... immediately. We provide search engine optimization and pay-per-click to get customers directly to your web site. Your unique, CTi business site will professionally and proudly showcase your CTi business. Nothing is left to chance!</p>
<ol style="list-style-type: none"> 1. How do I market my business? 2. Where will my first customers come from? 3. What will get the phone to start ringing? 	<p style="text-align: center;"><u>The CTi Marketing Program</u></p> <p>CTi's Marketing Department has got you covered! Our Marketing Program is designed to "Jump Start" your business and has been successfully building new dealerships for years. When you feel ready, send in the Marketing detail sheet and we will begin designing your web based marketing program. We also have direct mail pieces, email blasts and using local search site listing to improve your response rate. Nothing is left to chance!</p>
<ol style="list-style-type: none"> 1. Where can I learn all of the things necessary to run a new business? 2. How do I know what's important and what simply wastes my time? 3. What are the first and subsequent steps to get my business rolling? 4. How do I get from chaos to organized? 5. How do I stay organized? 6. And, of course... How is the CTi System installed? 	<p style="text-align: center;"><u>The CTi Training Seminar</u></p> <p>CTi's 2-day Training Seminar is the Standard of Excellence in the Business Opportunity arena. Our training covers every facet of your new CTi business.</p> <p>Day 1 is devoted to hands-on, product application and take you, step-by-step, through the application of exterior and interior systems. Day-2 takes place in the classroom. Here we cover everything from organizing and marketing your business to sales and software. We discuss how to get started, how to stay focused and what needs to get done to get you through the start-up fog and into the light of profitability. We will cover everything from developing lead sources to employee incentives. No stone will be left unturned in an effort to comfortably place you in your new business role. With CTi you won't have to be a pioneer. Nothing is left to chance!</p>

1. *What about after the sale?*
2. *Who will support my efforts in the field?*
3. *How will I be updated with new materials and applications?*
4. *How about advanced training and new techniques?*
5. *What is the rest of the network up to?*

The CTi Support Network

By this time you should have gotten the picture... CTi leaves nothing to chance! Upon your return home from training you will be contacted by a minimum of three people from our home office. Our Customer Service Department will want to know your experience of training and how we can serve you better in the future. Our Technical Support Department will touch base with you to help ease your transition to CTi Dealer. Our Dealer Advisors will offer suggestions on start-up and marketing.

Additionally, you will be given access to our proprietary CTi Dealer Web Site & Forum. Not only will you be able to interact with other CTi Dealers in the field, you will also be kept up to date on any new products, applications and/or techniques to enhance your capabilities. You will have access to our bi-annual CTi Dealer Rallies and... you will be able to send your employees to us for training or retraining at no charge.

When we say we leave nothing to chance... we mean *NOTHING* is left to chance! We will assist you with every step as you grow your new CTi business.

CTi is not just a wonderful idea. CTi is not just a wonderful product... nor is CTi just a wonderful opportunity. CTi is all of the above and, more importantly, a **Support System** designed to take you from where you are today to where you want to be tomorrow.

We don't have "company" stores or company dealerships. We don't compete with our Dealers in any way. **You** are our only source of income so... If you don't succeed, we don't succeed. CTi is, by leaps and bounds, the most successful company in this industry. We did not become the industry's 800-pound gorilla without devoting ourselves and our resources to our CTi Dealers... to **You!** When you commit to joining our family of CTi Dealers, you start out as a member of the most highly recognized, most highly respected, most highly successful Dealer Network in America today.

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