



Citadel Training Course Syllabus

Citadel's intensive hands-on training provides best practices for installation of our Floor Finishing Systems, an overview of our best-in-class product line and access to our marketing and sales tools. The payoff for you is optimizing production rates, getting more traction with your business and more money in your pocket! ***Sign-up Today!***

Day 1

9:00 am - 9:30 am - Opening/Introductions

9:30 am - 10:00 am – The Citadel Advantage: Market Leading Products, Sales & Marketing support, Our Team

10:00 am – 10:15 am – Project Assessment: Right sizing - surface prep, applicator selection, product selection, system design for optimal installations and financial returns.

10:15 am - 12:00 pm – Product Line/Systems Overview: Benefits and Payoff

- Concrete Repair Products
- Moisture Mitigation
- Best-in-class Products
- 1 Day Floors: Color Flake, Color Quartz, Metallic and beyond
- 2 Day Floors: Color Flake, Color Quartz, Metallic and beyond

12:00 pm – 1:00 pm – Lunch (provided)

1:00 pm - 5:00 pm – Hands-on, (Systems – Repair and Basecoats)

Day 2

9:00 am - 9:30 am - Questions & Answers

9-12pm - Hands On (Systems – Topcoats)

12:00 pm – 1:00 pm – Lunch (provided)

1:00 pm - 2:00 pm – Hands-on wrap-up

2:00 pm - 3:00 pm – Sales/Marketing Support and Flooring Center of Excellence Site Tour