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## **BodyTek Training Center and Crown Polymers Announce Business Training Seminars for Contractors**

VALPARAISO, Ind., Aug. 6 /PRNewswire/ -- Contractors in the coating and decorative concrete overlayment fields have always had a great variety of training classes for the installation of their products. What they have never had, until now is a one of its kind seminar on sales, marketing and business operations. The BodyTek Training Center (BTC) and Crown Polymers are introducing their seminar series "Building the Business of Your Business" September 17, 2008 at Crown Polymer's corporate headquarters in suburban Chicago, Illinois. To register go to [www.buildit-stayfit.com/events.html](http://www.buildit-stayfit.com/events.html) .

"This industry is noted for its well schooled contractors on the 'how to' install flooring and wall systems. But what they haven't been taught is how to target, find and sell to the actual customers much less handle the back office work that goes with this business," said John Kolencik, Chief Knowledge Officer of the BTC. "So what happens is very talented contractors wind up making the kind of business mistakes that can gravely harm their ability to grow or even survive in a tough business climate," says Kolencik.

Floyd Dimmick, Technical Director and Co-Owner of Crown Polymers has long been aware of the void in this particular aspect of contractor training. He made it a goal of his company to do whatever it took to fill the gap in this very crucial area of business development, knowing the enormously positive impact it would have on his customers.

BodyTek Coatings had been a customer of Crown Polymers for five years, so when Floyd heard they were starting the BTC he knew he found the vehicle to fulfill his goal to contractors. BodyTek Coatings is an immensely successful contractor of polymer decorative coatings and overlays for concrete. They have grown their business 1,250%, going from \$80,000 to \$1.3 million in annual sales since 2003. The BTC is simply applying the formula that has made their business successful and packaged it for contractors who are looking to improve their growth and profit structure.

Crown Polymers is one of the North America's leading polymer overlay manufacturer for residential, commercial, institutional and industrial floors. For more information go to [www.crownpolymers.com](http://www.crownpolymers.com) or call 888-732-1270.

BTC offers the only sales, marketing and business operations training in the decorative coating and concrete industry. For more information about services or the seminars go to [www.buildit-stayfit.com](http://www.buildit-stayfit.com) or call 866-531-2802.

Source: BodyTek Training Center

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