



# Natural Facing Dealer Training

## COURSE DESCRIPTION

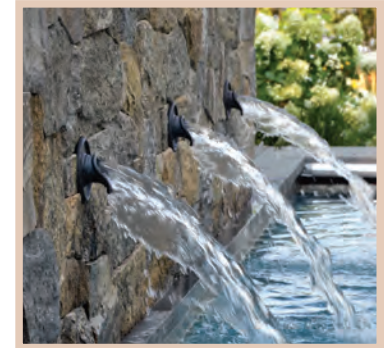
This program provides a framework to evaluate natural sawn thin stone veneers and installation methods. Gaining in recognition and application, natural sawn thin stone veneer is rapidly becoming a leading choice for stone exteriors. The benefits of natural sawn thin stone far out weigh the benefits of other veneer products due to ease of use, impact on the environment & longevity. Learn how Natural Facing is a relevant product line in your arsenal that will both elevate your offerings and make you a more valuable supplier to your client.



## LEARNING OBJECTIVES

After participating in this workshop you will understand the product, installation and use of adhered thin stone veneer. You will be able to:

1. Educate your clients so that they understand why Natural Facing is the best material for their project.
2. Enumerate how the attributes and guiding strategies of Natural Facing, the company, will contribute to the success of the dealer at large and each and every project.
3. Understand your client's buying patterns better and employ concrete tactics to close the sale.
4. Promote and expedite orders with the Natural Facing guidelines and tools.
5. Familiarize your clients and their teams of Natural Facing's broad selection of beautiful and popular stones.



— Contact Natural Facing —  
or your local Dealer to schedule

**NATURAL FACING COORDINATOR**

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Expand your options for using real stone with thin stone veneer from Natural Facing.

**866-369-8952 | INFO@NATURALFACING.COM**  
**NATURALFACING.COM**