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## ***What's A Picture Worth to You and Your Customers?***



Often, one of the challenges decorative concrete contractors face is selling a job that can cost in the neighborhood of \$5,000 with only a brochure and some small pictures or samples to help show the end result. That's precisely why Depiction Software's Deco-Con software was invented – to let your customers visualize their finished project. [\*Continue >\*](#)





Originally Deco-Con was only sold to manufacturers such as Sundek, Increte, and Stardek. It was created and customized for those manufacturers by incorporating each one's specific looks into the software, which they could then sell or give to their dealers.

However, not all manufacturers were using it, so Depiction Software created a more generic version that could be used by contractors themselves. Though there are minimal PC requirements (the software will work on any computer purchased in the last three years) it does require a DVD drive, and for optimal use, it requires a digital camera and laptop computer (for use in the field).

***A picture is worth a thousand words...delight your customers by showing them a picture of their finished project!***

The idea is simple—go out on a job and take a digital picture of the area in question (a driveway, for example). Then upload the digital photo to Deco-Con, and define the area that's going to be changed using the software's drawing tools (simply click around the area to define it, and zoom in and out to be more precise).





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Next, select patterns and colors by looking through a visual library of patterns/colors. You can also adjust the perspective so a pattern lines up correctly, as well as adjust the scale so the pattern is scaled to size in the photo.

Then browse through the color and pattern libraries and change a color/pattern in seconds. Simply select the area and bring up a pattern in the library, click on it and drag it to the photo. You can also add patterns (like circles) with the optic library, then size them down and lay them with warp tools. And colors can be changed by choosing a new color and dragging and dropping it onto the pattern.



Lastly, you can add a before shot and text to the screen, such as your company name and web address or phone number, print it and leave it behind with your future client. In short, it's easy to change looks right there on the spot.



There's also a help icon available whenever you need it, accessed by clicking on whatever tool you have questions about. It will then play a specific training video on your computer screen.



There are over 7,000 images available, with 29 patterns and 50 colors (every color even has five different grout colors per pattern). Depiction Software can also create a custom pattern and color library in Deco-Con.

**“Our imaging allows for visualization for the customer, and helps sell the job and close sales faster,” explains Sandy Adler, Depiction Software Director of Sales and Marketing.**

For example, decorative concrete contractor Paul Levine, owner of Decorative Concrete Specialties located in Ft. Lauderdale, Florida, bought Deco-Con in March 2005.

Levine, whose company focuses on interior and exterior for both residential and commercial, says, “It’s user-friendly. I picked up on it right away, and it even offered more than what I needed. I use it on three out of every four calls.” Levine says he’s even merged Deco-Con images into Power Point presentations for board meetings.

Deco-Con can also help with cold calls, such as in residential neighborhoods. Simply take photos of people's driveways, create several new looks with the software, and knock on the homeowner's door and show them how great their driveway could look.

Adler points out that the software also decreases the extra sales calls that are sometimes necessary to sell a job—the back and forth between the shop and client, plus the drafting or mocking up of sample looks.

Deco-Con lets potential customers see the finished product in place, making the sale that much easier. It also provides a great way to up-sell, since you can show clients how additional features would enhance the overall look of their property.

Because the images are amazingly realistic, it gives a customer confidence in choosing the options they know they'll like. "We're always looking for ways to enhance the images," Adler adds. "We've spent years perfecting the digital imagery to make it realistic looking."

**Deco-Con by Depiction Software proves the old adage—  
a picture is worth a thousand words.**

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## *Sherpa info*

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# Sherpa info

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## SUMMIT DATE

This document reached the summit (was created) on August 8, 2005 and is based on the best information available to the Sherpa at that time. To check for updates please click here <http://www.ConcreteSherpa.com/picture>.

## NAVIGATION & USER TIPS

You can move around this guide by using your mouse or keyboard arrows. Left mouse button goes to the next page, right mouse button goes to previous page. Click on the right arrow ( → ) for the next page and the left arrow ( ← ) to go the previous page.

## KEYBOARD SHORT CUTS

	PC	MAC
Zoom in (Larger)	[Ctrl] [+]	[⌘] [+]
Zoom out	[Ctrl] [-]	[⌘] [-]
Full screen/normal screen view	[Ctrl] [L]	[⌘] [L]

## ABOUT THE CONCRETE SHERPA

The Concrete Sherpa is a team of people that represent the experience, teaching and learning of our team members and other industry leaders *on a mission to make life better for the concrete contractor*. We are an idea center striving to deliver thought provoking ideas based on “Concrete Advice for Business and Life” to stimulate you to reach new heights. As a user, you should remember to consider all information you receive, here at the Concrete Sherpa or elsewhere, not as a *cast in concrete* recommendation, but rather as an idea for you to consider and ponder.



## *Sherpa info*

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### THE JOURNEY LEADING TO THE CONCRETE SHERPA PROJECT

The Concrete Sherpa Project (A [Sherpa](#) is a “guide”) was born at The Concrete Network in mid 2004. Here is how it happened:

The biggest surprise, or gift, since starting The Concrete Network in 1999 has been the concrete contractor friends from around the country we’ve made and witnessing the passion they have for what they do. These people include Dave Pettigrew, up in the San Francisco Bay Area, or the Verlennich brothers in Minnesota, or Bob Harris in Georgia, the list goes on and on. It’s quite inspiring.

We were once asked, “How are you so excited every day about concrete?” Well the answer is simple, it is impossible to not be excited about concrete when you have the job we do—interacting with hundreds of concrete contractors from every state in the country.

The thing we’ve learned about concrete contractors is that most are passionate *craftsmen*—they are often less passionate and experienced in the “office stuff”. Human nature channels us to do what we are most comfortable with; learning how to use a new saw-cutting tool is comfortable; learning and implementing a new estimating strategy, or job management tool, is not so comfortable.



## *Sherpa info*

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### THE JOURNEY CONTINUES...

So Sherpa was born to provide FREE and easy to use information on topics many contractors are not too comfortable with.

- Concrete Sherpa is here to provide help to contractors who are often ‘Lone Rangers’ and don’t have anyone to get solid business advice from.
- Concrete Sherpa is here to provide help for contractors who have to work too hard and too many hours in their business, and one day realize they need to work *on their business, not in their business.*
- Have fun with Concrete Sherpa and go faster towards reaching success than you might have on your own.
- To skeptics who think something free can’t be valuable, or there must be a trick- visit Concrete Sherpa and decide for yourself.

We hope you make great use of the Concrete Sherpa and it helps you to become an awesome success for yourself, your family, your church, and your community.

### VISIT THE CONCRETE SHERPA

To visit the Concrete Sherpa click here <http://www.ConcreteSherpa.com>.