



Showrooms to Market Decorative Concrete



A **showroom** is an **ultra-effective** method of marketing/selling decorative concrete work. A showroom is going to **establish** you as a **leader**, an expert in the decorative concrete field. It is going to give you **credibility**- which is the backbone of all **marketing**. When you're visiting with prospects in your showroom, it also provides the time and the space for you to form a personal bond with the prospect. [Continue >](#)



Showrooms can be used to host box lunch presentations for designers and architects, and to invite homeowners who are interested in decorative concrete work. There is no way that a person can look at, and touch decorative concrete and not think, “wow.” One look and one touch are worth a thousand pictures and a million words.

There is *no* way that a *person* can look at, and *touch* decorative concrete and not think, “*WOW.*”

Every day people are becoming more and more aware of decorative concrete work. There is no better way for them to be able to look at patterns and colors than to come over to your showroom and see them, maybe even walk on them in the parking lot of your building. Have color charts and brochures available for showroom visitors.

Another thing about having a showroom is that by customers taking the time to respond to your invitation to come to the showroom for an appointment, they’re pre-qualifying themselves. They’re raising their hand (figuratively) and saying “I’m willing to come over there and see you, I’m serious.” This won’t be the case 100% of the time, but more often than not it will be true.





Even products such as washers and dryers are sold in showrooms so people can go and look at them and see the benefits. With decorative concrete the same thing applies, but even more so because the concept is still relatively new in the marketplace.

One of the most impressive showrooms is Colorado Hardscapes' Concrete Design Center, located in Denver.

Listen to the Audio Version of this Guide [here](#) on the Concrete Network.

Instead of just thinking about and imagining a project, customers and industry professionals can mull through hundreds of samples.

The 14,680 square-foot center includes office spaces, conference rooms, a plan room, a model-making studio and a sample-making bay. Decorative concrete graces the lobby floor and countertop, a portion of the conference room, and in a huge open space that houses hundreds of samples — a concrete table, a rock feature, and cross sections of rock work.

Instead of just thinking about and imagining a project, industry professionals can mull through hundreds of samples. They can arrange and rearrange, run their hands over the surfaces, and see with their own eyes the one-of-a-kind colors, designs, and textures that concrete has to offer.



Visit:



showroom on
the web at:

<http://www.coloradohardscapes.com>

Colorado Hardscapes christened their showroom during a gala that attracted more than 130 designers, architects, engineers, property managers, and business associates. The company specializes in Bomanite® (a product that simulates most smooth tiles, new brick and stone materials), custom and repair work, rock, walls, staining, and ConcreteScience®, a new technology of a patented extraction system that cleans and seals all types of hard surfaces in one mobilization.

Visitors can see how the concrete looks sealed versus unsealed, or how water will bead up on the concrete. They can move blocks around in different colors and configurations. They can try to match colors in the designer's palette or color scheme, and most importantly, they can see just how impressive the array of concrete products is.

“It’s gone very well. It’s been a great investment so far,” said Teresa Unruh, Colorado Hardscape’s marketing coordinator. “This has an impact and is a tremendous sales tool.”

The center is also used for meetings for clients and designers, for presentations, and for association meetings and functions. In fact, interior design studies meet at the center to study materials, Unruh said. “Even interior design students want something in concrete staining for their portfolios,” said Unruh.

The biggest surprise so far, said Unruh, is the overwhelming and impassioned response from visitors. “They come in and are immediately ‘wowed,’” Unruh said. “There are hundreds of samples on the walls ... seeing it in tangible form makes a huge difference.”





Tom Ralston Concrete in Santa Cruz, California is another advocate of marketing with a showroom. Tom Ralston Concrete was founded by Wilbur Thomas Ralston in 1928. Today, Tom Ralston has unleashed his artistic flair, refurbishing the company with a new concentration on decorative projects.

Ralston is a firm advocate of 'seeing is believing'. Most of the company's business comes from radiant heated concrete floors to hillside foundations; concrete countertops to commercial slabs; thin topping overlays to exotic swimming pool decks, driveways, and patios. Their masonry work includes flagstone, brick, block, pizza ovens, barbecue surrounds, and slate and concrete pavers. Ralston's showroom came about almost by accident. "We didn't have any grandiose plans ... We just needed to cover up the greasy floors," he says.

Ralston is a firm advocate of 'seeing is believing'.

So, he installed radiant heating systems and, with the help of an architect, partitioned the square-block building into interesting angles and geometric configurations. Each segment, which showcases a concrete project, tilts in its own direction and a fireplace with a concrete surround that angles upward like a pyramid graces the center of the room.

A concrete conference table is on display, as are various acid-stained stones. Concrete countertops in vibrant blues, reds, and browns adorn the restroom.





Visit:



on the web at:

<http://www.tomralstonconcrete.com>

The showroom also serves as a gallery, boasting photographs of various projects and articles on Tom Ralston projects that have been published in various publications. And, the showroom has expanded to include a show yard, which includes racks of two-foot-square samples.

“It makes a huge impression on people,” Ralston said. “They get the whole ambiance of decorative concrete.” Ralston said he thinks having a showroom is the best marketing tool available. “It’s very effective,” he emphasizes.

Every day more and more people are experiencing decorative concrete in hotels, theme parks, and local restaurants. There is a desire by the public to view the possibilities and options with decorative concrete, and to include it in their home. There is no better way for you to introduce them to decorative concrete and to your company, than to have them visit your showroom. There they can see and even walk on samples of decorative concrete in your showroom or even the parking lot of your building. A showroom is going to establish you as a leader, an expert in the decorative concrete field.

If you are thinking your business could use a showroom, then start today by writing a solid plan. Visualize what your showroom is going to look like when it is finished. Then work backwards from the vision, listing all of the tasks that need to be done including a reasonable date for each task’s completion (dates are powerful—make sure you write them down). Now review your plan on a regular basis, holding yourself accountable for making continual progress. It won’t be long before you have a full blown, world class showroom for your clients to visit and admire.



Sherpa info

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SUMMIT DATE

This document reached the summit (was created) on January 6, 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/showroom>.

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

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

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>.

