

IN THE FIELD



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Assured satisfaction shouldn't go only as far as providing your customer with an aesthetically beautiful product. Especially today, more than ever, it is important for the skilled craftsman to provide top-notch services that single their company out as the one that cares. Successful companies these days share in a common ideology that the customer is number one.

What seems to get lost however, is the understanding that the products used in our industry have certain needs. Because we are dealing with chemicals and processes, specific practices have to be maintained to achieve total satisfaction. These steps go far further than merely successfully applying a floor finish. The care before, during, and after makes all the difference in the world and will result in a much happier customer and healthier bottom line.

As a former floor contractor, I concur with the message in our feature article, [Breathing Easy](#), that it is imperative contractors make an effort to ventilate appropriately or at least advise the homeowner regarding proper steps to clear the home's air of vapors. By doing so you will be perceived as a quality craftsman and expert in your field.