



“PDRA now provides the perfect solution  
for educating your staff”

## New online education will bring top-quality sales training right into your store!

The new PDRA Coatings Specialist Training Course is an updated version of the popular Certified Paint Consultant (CPC) seminar, with an important difference: Your staff can get the paint product and sales training they need without ever leaving your store.

For greater flexibility and convenience, the eight-to-12 hour course can be taken in multiple settings over a period of time.

An exam will be taken at the end of the course, and those with a passing score will receive a certificate, lapel pin and press release for your local newspapers.

### Course topics include how to:

- Guide customers to the right coating
- Give instructions on prep and application
- Ensure customers have the tools and sundries they need
- Demonstrate the value of using quality products
- Recognize and resolve common coatings problems
- Advise customers on color and decorating
- Sell more paint!

### Member/non-member course pricing:

The PDRA Coatings Specialist online course for paint store owners, managers and employees is available for only \$99 for PDRA members; \$299 for non-members. Join PDRA and save!

**Improve customer service & increase sales. Put PDRA's Coatings Specialist online training course to work for you.**

**For more information about PDRA's new online training, visit [www.pdra.org](http://www.pdra.org), or call 800-737-0107.**



**PAINT & DECORATING  
RETAILERS  
ASSOCIATION**

*~ Online dealer education*



## PDRA COATINGS SPECIALIST–COURSE OUTLINE

NOTE: Tests are given at the end of each chapter, and a final test is given at the end of the course.

### **Chapter 1**

1. Introduction
2. Solids and Liquids
3. Binders
4. Additives
5. Types of Coatings Introduction
6. Oils and Alkyds
7. Primers and Undercoats
8. Alkyd System vs. Acrylic System
9. Features of Coatings
10. Solvent-Based vs. Water-Based
11. Comparing Coatings
12. Gloss Coatings
13. Color and Reflectance

### **Chapter 2**

1. Introduction
2. Performance During Application
3. Surface Protection
4. Special Effects
5. Latex vs. Alkyd
6. Variables Affecting Paint
7. Special Purpose Coatings
8. Transparent Coatings
9. Stains
10. Other Coatings
11. Coatings for Wood Surfaces
12. Special Surface, Substrate or Structure
13. Elastomeric Coatings
14. Metal Paints
15. Outdoor Surfaces
16. Surface Preparation
17. Final Preparation
18. Coating Ingredients
19. Comparing Paints

### **Chapter 3**

1. Introduction to Coating Application
2. Paint Sprayers
3. Power Tools
4. Getting Ready for Application
5. Paint Brushes
6. Types of Brushes
7. Accessory Products
8. Paint Sundries
9. Tools, Materials and Equipment
10. Sealants
11. Adhesives
12. Supplies
13. Preparation
14. Clean-Up
15. Cleaning Tools

### **Chapter 4**

1. Introduction
2. General Latex VOC Requirements
3. Green Certification
4. Green Coating Performance
5. Conclusion

### **Chapter 5**

1. Introduction
2. The Color Wheel
3. Color Theory Basics
4. Lighting
5. Color as a Styling Tool
6. Exteriors and Color
7. Color Trends

### **Chapter 6**

1. Selling Process
2. Closing the Sale
3. Selling Tips