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**FOR IMMEDIATE RELEASE**

**BASCO UNIVERSITY EXPANDS CURRICULUM**

**New Showroom Training Curriculum Introduced**

MASON, OH – May 2007 – There’s an understandable “fear factor” associated with selling shower doors. Showroom sales associates need to be able to address everything from precise measurement and specification challenges to gently navigating around contractor and homeowner scheduling demands. To help alleviate that fear and replace it with confidence, Basco University, the highly acclaimed training program from Basco Shower Enclosures, now offers a two-day, highly interactive training class designed specifically for showroom sales associates.

“In the past, showroom sales staff attended our Basco University sessions but the classes always focused on installation techniques,” says George Rohde, CEO and president of Basco Shower Enclosures. “We recognized that they needed something entirely different. When we designed this class, we worked closely with kitchen & bath showroom personnel to identify what was important to them, and then customized the training to address their needs. Knowledge is not power – the application of knowledge is power.”

The two-day hands-on session addresses sales training, a review of installation techniques, discussion of sales and marketing tools, an overview of Basco’s eStatus sales/order tracker, updates on shipping and freight policies, customer service and new products. A factory tour provides attendees an overview of manufacturing processes and Basco’s quality control procedures.

“When you know what you are selling, it is easier for you to sell that product because you can relay that confidence to the consumer,” reports Dottie Ramsey, president of Modern Supply in Knoxville, TN, and past president of ASA. “I’ve been sending showroom personnel and installers to vender training for years. After Basco’s training, I’ve watched how the increased knowledge and confidence gained during the trip translated into immediate showroom sales.”

In addition to the Showroom Training course, Basco University continues to offer installation training for Basco’s core line of shower doors and tub enclosures, and Celesta

Installation Training (CIT) that addresses all aspects of installing the company's line of Celesta Luxury Glass Enclosures. The courses are aligned so students can take both training classes consecutively over a three-day period.

Training is conducted at Basco's new 4,500 square-foot, state-of-the-art training center at the company's headquarters in Mason, Ohio. In the 700 square-foot lab, students roll up their sleeves and put their classroom knowledge to the test by installing shower doors and enclosures in six different shower layouts. The center also features state-of-the-art A/V equipment, and includes a café area complete with high top tables and stools and a full service kitchen where meals can be prepared and served. During breaks, students can relax in the lounge area, or head to a private enclosed area where they can check emails or make phone calls.

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco's approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has established them as the known and trusted industry leader. Basco is consistently rated number one in quality and brand preference within the industry. To learn more visit [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com).

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