



Selling Caulks and Sealants

LESSON OBJECTIVE: Learn the differences between the different types of caulks and sealants.

HOW TO USE: The lesson includes a PDF which you can use similar to the way you would use a PowerPoint presentation. The trainer's notes will offer notes for each slide, but you may elaborate on each as much as you wish.

LENGTH: Approximately 5 minutes for the PDF. Use the Additional Discussion section to spend more time on this topic.

Slide 1 - Introduction

There is often a lot of confusion when it comes to buying caulks and sealants. There are so many different types available, with each manufacturer having their own proprietary names for the products they sell. However, there are a few basic types and knowing the differences can help you as you help your customers sort them out. While the descriptions we'll go over are general, always read the labels to get the exact properties and benefits of each product you sell.

Slide 2 - Questions to Ask Before Buying

Before helping a customer choose a caulk or sealant, ask them these questions that will help determine which is the best product for them:

- Where are you applying the caulk? Some types are for indoors only. Others are made for surfaces that are prone to a lot of moisture, such as in a kitchen.
- What types of surfaces will be bonded or caulked? If the customer is caulking a smooth surface such as tile, make sure the caulk is suitable.
- How much stress or movement will be placed on the joint? Some sealants are more flexible than others. If the surface may be subject to a lot of movement, recommend a silicone-based product.

Slide 3 - Latex Caulk

Latex caulk is one of the basic types of caulk. It's best used indoors for filling gaps in baseboard and trim, or window and door frames. It is water-based, usually paintable but typically not very flexible. It may harden over time and need to be replaced. Acrylic latex caulk is a good upsell, as it has many of the same uses, but is more flexible and may last longer.

Slide 4 - Kitchen and Bath Adhesive Caulk

Kitchen and adhesive caulk can be used for filling gaps in areas prone to moisture, such as bathrooms and kitchens. These types of caulks usually have a mildewcide to protect against mildew growth. They are flexible and crack-resistant. They may also include a sealant and adhesive in the formulation.

Slide 5 - Silicone Caulk

Silicone caulk is usually used around bathtubs and sinks. It adheres to smooth surfaces, such as metal and tile. It resists mold and mildew. It remains flexible after curing. It resists water and stays flexible, but may not be paintable.

Slide 6 - Siliconized Acrylic Caulk

Siliconized acrylic caulk combines the benefits of silicone and acrylic latex caulk. It can be used on a variety of applications inside or outside, including smooth surfaces such as glass or tile. It is more flexible than acrylic latex caulk. It is paintable, mildew resistant and cleans up with water.

Slide 7 - Add-on Sales

If you are selling caulk, suggest these add-on sales:

- A caulk gun is necessary for applying caulk. Encourage customers to buy a better caulk gun, which is a smooth rod gun that allows the piston to back up slightly after each squeeze, which will save the gun from dripping when not in use.
- Caulk backer rods fill in larger gaps and reduce the amount of caulk needed for larger jobs.
- A utility knife is useful for cutting off the end of the caulk tube before using.

Slide 6 - Siliconized Acrylic Caulk

These are the basics that will help you start selling caulks and sealants. Make sure you are familiar with the specific products in the store so you can quickly point customers in the right direction.

FOR FURTHER DISCUSSION:

- Are there any other items that would be helpful as an add-on sale when selling a caulk or sealant?
- What are the questions customers frequently ask when they're buying a caulk or sealant?