



# CWT TOOL KIT

Communicate Your Value as a CWT





# Value of the CWT

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Use this short elevator pitch to share the benefits of being a CWT with customers and employers:



## CWT Requirements

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Keep these bullets handy to share with prospective customers.

- I have a minimum of five years of field experience.
- I passed a 200-question exam covering all aspects of water treatment technology.
- I completed a comprehensive application delineating my professional experience.
- Four independent references attested to my professional water treatment knowledge and experience.
- I signed a Declaration of Ethics.
- I am required to recertify every five years through continuing education credits or else I lose my CWT credential.



# Social Media Platforms

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Promote your value as a CWT via your personal social media platforms or suggest your employer share on its company page. Don't forget to tag the AWT Twitter feed [@awtonline](#) and use [#AWT](#).



## Proud to Be a Certified Water Technologist

### Facebook/LinkedIn

As a CWT, I am proud to make facilities as efficient as possible using the latest water treatment technology and techniques to save energy. I have committed myself to achieving excellence in the water treatment industry and am held to a high ethical code. Please feel free to contact me to learn more about the designation and what I can do for you.

(Company name) is proud to have CWTs on our team who are dedicated to making facilities as efficient as possible using the latest water treatment technology and techniques to save energy. Our CWTs have committed to achieving excellence in the water treatment industry and are held to a high ethical code. Please feel free to contact us to learn more about the designation and what we can do for you.

### Twitter

As a CWT, I am proud to make facilities as efficient as possible using the latest water treatment technology and techniques. I have committed myself to achieving excellence in the industry. Please contact me to learn more about the designation and what I can do for you.

(Company name) is proud to have CWTs on our team who are dedicated to making facilities as efficient as possible using the latest water treatment technology and techniques. Please feel free to contact us to learn more about the designation and what we can do for you.





# Be Ready for a Conversation

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Here are a few questions with room to incorporate your responses so that you will always be ready for any conversation.

## Why did you become a CWT?

- It’s the most recognized standard of credentialing in the water treatment industry.
  - It demonstrates proof of skills and knowledge.
  - It is a good career investment.
  - It enables me to remain competitive and employable.
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## How has your CWT helped you professionally?

- It demonstrates my drive for personal and professional development.
  - It shows my employer(s), professional peers, and customers that I’m well-qualified and take my career choice seriously.
  - It helps my career advancement and creates long-term employment prospects.
  - It requires consistent continuing education to retain the credential, which helps me stay current with technologies and regulations that affect my profession.
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# Why Is It Important to Hire a CWT?

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## Value to Your Employer

- Having CWTs on staff when your competitors don't sets your company apart when pursuing new business and helps the company gain a competitive advantage.
- Employers can be confident that CWTs are familiar with the technology, terminology, and procedures within the water treatment industry, saving the company time, energy, and money, and thereby increasing efficiency.
- Having CWTs on staff demonstrates knowledge and skills.
- CWTs build professional credibility for the company.

## Value to the Customer

- Having an advanced skill set and in-depth technical knowledge allows for higher levels of service. CWTs can often solve complex problems efficiently and effectively, allowing your facility to function at maximum efficiency.
- CWTs are recognized for their competency and commitment to their profession by their peers and customers alike.
- CWTs have passed a rigorous examination and exhibited that they have met the criteria to become certified. There is a commitment to ongoing continuing education to maintain the credential.
- Recently enacted standards within the water treatment industry have several states requiring that water treatment professionals hold the CWT certification to carry out certain water treatment duties. Many RFPs now include a CWT requirement.





# Website and RFPs

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Simply put, your company website and responses to RFPs are sales documents. This is your chance to persuade customers that your company is best suited for the job. Be sure to encourage your employer to include information on your website and in proposals about having CWTs on staff.

(Company name) is proud to have CWTs on our team who are dedicated to making facilities as efficient as possible using the latest water treatment technology and techniques to save energy. Our CWTs have committed to achieving excellence in the water treatment industry and are held to a high ethical code. The CWT program, set forth by the Association of Water Technologies (AWT), requires that someone holding the certification is held to a high standard of experience, ethics, and knowledge in the water treatment industry. A CWT has:

- A minimum of five years of field experience.
- Passed a 200-question exam covering all aspects water treatment technology.
- Completed a comprehensive application delineating their professional experience.
- Provided four independent references attesting to their professional water treatment knowledge and experience.
- Signed a Declaration of Ethics.
- An obligation to recertify every five years through continuing education credits or else they lose the CWT credential.

