



Why Become a CTR?

Certified Technical Representative

Survival in today's business environment requires that value-added services be brought to customers at every stage of your interaction with them. As such, product knowledge and presentation skills are more important than ever. When these skills are combined with knowledge of the construction process and its participants, they provide the technical representative with a clear edge.

CSC's CTR designation attests to independent and objective adherence to the highest quality of product representation. As a CTR, your clients will know you understand your role in the construction process and are familiar with the principles of product representation and the preparation of construction documents.

As well, being a CTR means you are skilled in the interpretation and preparation of product specifications, understand substitution procedures and are familiar with construction product warranties and guarantees. CTRs also know how to prepare a technical specification section according to CSC principles and understand *MasterFormat*™ and the concept of organizing well-written construction documents.

For more information on the CTR designation and its requirements visit www.csc-dcc.ca