

CERTIFIED PROFESSIONAL SERVICES MARKETER PROGRAM



Gain the Competitive Advantage for Your Career and Company

SMPS
CPSM

Society for Marketing
Professional Services

**Certified Professional
Services Marketer**

What Certified Professional Services Marketers Say About Certification

“I lead a team of 25 business developers, and in an industry where most of my team, leadership, and colleagues hold professional registrations and certifications, the CPSM credential has added credibility to my role in the firm.”

—*Jennifer Yoder, CPSM*

“Earning the CPSM certification last year raised my stature in the industry and reinforced the respect my colleagues and co-workers have for marketing professionals in the A/E/C market. I believe that the company I keep says a lot about my professionalism and integrity, and joining the ranks of certified marketers—both locally and around the country—positions me among the best and brightest our industry has to offer.”

—*Jeffrey Taub, CPSM*

“The benefits of becoming certified are many, not the least of which is a feeling of personal and professional accomplishment in mastering the body of knowledge. Other benefits I have gained include the relationships developed through my study group, camaraderie with other CPSMs, excellent CPSM roundtables at every National Conference, emphasis on continuing education, local CPSM Coffee Talk sessions, and the CPSM listserv and community on mysmps.org.”

—*Alison Carney, CPSM*

“Certification has benefited me in many ways. First, during the course of studying for the exam, I learned how other firms complete tasks, new theories, and other perspectives. This really broadened my views, and I was constantly thinking, ‘How can I implement these strategies to better my firm?’ Second, it gave me confidence in what I do and how I do it.”

—*Ellen Guerra, CPSM*

About SMPS

The Society for Marketing Professional Services (www.smps.org) represents a dynamic network of 6,000 marketing and business development professionals working for architectural, engineering, planning, interior design, construction, and specialty construction firms located throughout the United States and Canada. The Society and its 50+ chapters benefit from the support of 3,700 design and building firms, encompassing 80% of the *Engineering News-Record* Top 500 Design Firms and Top 400 Contractors. SMPS's mission is to advocate for, educate, and connect leaders in the building industry. SMPS is the only organization dedicated to creating business opportunities in the design and building industry.

The Competitive Advantage for Your Career

Your marketing skills are vital to the lifeline of your firm. Every day you contribute to your company's growth by identifying new project opportunities, developing business relationships, and getting your company's name in front of prospective clients. That's your job as a professional services marketer or business developer in the design and building industry.

The Society for Marketing Professional Services offers a certification that recognizes the marketing and business development expertise you bring to the table in your firm: Certified Professional Services Marketer (CPSM)

Certification is a time-tested means of measuring a professional's credentials. When you earn the CPSM designation, you position yourself among your peers as an industry expert committed to the highest standards of professional excellence. Further, your passion for continuous learning differentiates you from other professionals, and your expanding knowledge benefits your employer and advances your career.

Your achievement of the CPSM designation offers you these important benefits:

- increased knowledge of strategic marketing research and planning, client development, and organizational management
- industry recognition of your professional competence
- enhanced credibility with employers, clients, and peers
- improved ability to compete in the job market
- potential for increased compensation and benefits
- opportunities for career advancement
- public recognition in the architectural/engineering/construction community, including avenues for leading, publishing, and presenting

Upon earning the CPSM designation, you will receive:

- a personalized certificate of achievement
- a CPSM lapel pin
- a notification letter sent to your employer
- acknowledgment in SMPS's publications, on the web site, and at Build Business, the SMPS National Conference
- access to CPSM-only educational and networking programs, including the CPSM communities on MySMPS and LinkedIn

Qualifications

To be eligible for the CPSM Program, a candidate must meet the following educational and professional experience requirements:

- possess a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services in the design and building industry, or
- possess an associate's degree plus six years of work experience in marketing or business development for firms providing professional services in the design and building industry, or
- without a degree, have eight years of experience in marketing or business development for firms providing professional services in the design and building industry

In addition, all candidates must pledge to abide by the CPSM Code of Ethics.

TO APPLY AND FOR MORE INFORMATION

Go to www.smps.org/Certification or contact the SMPS National Certification Department at 800.292.7677, x232, or certification@smps.org.

The Certified Professional Services Marketer Program

The Domains of Practice for Professional Services Marketers

The foundation of SMPS's Certified Professional Services Marketer Program is the Domains of Practice for Professional Services Marketers. To articulate and confirm the knowledge areas and skill sets critical to competence in the profession, SMPS commissioned a comprehensive practice analysis of professional services marketing in the design and building industry. The knowledge areas and skill sets identified through the practice analysis are classified under these Domains of Practice:

- Marketing Research
- Marketing Planning
- Client and Business Development
- Proposals and Qualification Statements
- Promotional Activity
- Information, Resource, and Organizational Management

To read more about the Domains of Practice for Professional Services Marketers, visit www.smeps.org/Certification/Study.

The Certification Examination

The 150-question, multiple-choice CPSM examination tests the candidate's knowledge of and ability to apply the Domains of Practice to the marketing of professional services in the design and building industry. To earn a passing score on the examination, a candidate must have broad and complete knowledge of professional services marketing.

The Certification Process

- Step 1. Complete the CPSM Application and pay the application fee online at www.smeps.org/Certification/Apply (under Quick Links).
- Step 2. Send a copy of your college transcript, or a notarized photocopy of your degree (when applicable), to the Certification Department at the SMPS National Office.
- Step 3. Await acceptance of your application. (Please allow up to four weeks for the Certification Department to process your application and verify eligibility.) You will receive written confirmation of your acceptance to the program.
- Step 4. Determine the date, time, location, and format (online or paper) of your examination, working with the Certification Department.
- Step 5. Complete and return to the Certification Department your CPSM Examination Registration Form and fee.
- Step 6. Study. Resources for study and preparation are available through SMPS, including the CPSM Study Guide, assessment tools, books and articles, and study groups coordinated through SMPS chapters. To learn more about these resources, visit www.smeps.org/Certification/Study.
- Step 7. Take the exam. On your scheduled date and time, sit for the examination.

Recertify

Once candidates have earned the CPSM designation, they must maintain their certification status through continuing education. A minimum of 50 continuing education units from approved SMPS providers is required every three years for recertification. For more information about the recertification process, please visit www.smeps.org/Certification/Recertify.

The Competitive Advantage for Your Company

The demanding journey to certification helps ensure the highest quality preparation and training for professional services marketers and business developers. Certified Professional Services Marketers are recognized as the best qualified to develop databases of prospective clients, find the most effective and creative ways to communicate with them, build the types of relationships that generate ongoing business opportunities, prepare proposals and presentations that win new business, and maintain contact to measure the client's ongoing satisfaction. Consequently, when investing in a CPSM, you can be confident that you have the best-qualified professional on your team to market and sell your services—a clear competitive advantage for your firm in this marketplace.

A CPSM on your staff brings many benefits to your organization:

- the documented background and experience in marketing management to help plan the future growth and prosperity of your firm
- the diverse knowledge to successfully develop meaningful project opportunities for your design or building firm
- tested skills to execute projects more effectively than their peers
- a commitment to keeping abreast of the best practices and trends in professional services marketing and client development
- a superior level of professionalism that will elevate your organization in the A/E/C community and in your clients' eyes

CPSMs turn their knowledge into results for their companies. CPSMs know how to find and deliver profitable business! They are the marketers and business developers top firms want on their teams to position them for success.

Who Should Become Certified

In a recent survey of CPSMs, 87% of respondents reported that their firms encourage or require their employees to pursue certification in their fields and 76% communicate employee certification to clients.

The CPSM designation is a valuable investment for these professionals—and any employee who has contact with clients:

- Marketing Coordinators, Managers, and Directors
- Business Development Coordinators, Managers, and Directors
- Vice Presidents of Marketing and/or Business Development
- Chief Marketing Officers
- Principals who recognize the critical role of marketing in the business model of a successful practice

By supporting the professional development and certification of your employees, you are taking steps to retain the best and brightest professionals in the field to serve your organization—and your clients.

Code of Ethics

Certified Professional Services Marketers are held to the highest standards of professional conduct. All Certified Professional Services Marketers pledge and are expected to uphold the CPSM Code of Ethics. To read the code of ethics, please visit www.smeps.org/Certification/CPSM-Code-of-Ethics.



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