



UP YOUR GAME!

Become a Certified Professional Services Marketer!

Your marketing skills are vital to the lifeline of your firm. Every day you further 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. SMPS, the recognized leader in education and information for marketing professional services, offers a credential that recognizes the marketing expertise you have achieved: Certified Professional Services Marketer (CPSM). The CPSM credential is a voluntary certification designed to elevate the professional standards in marketing and influence the future of the field. Furthermore, the CPSM designation serves as a mark of distinction for professional services marketers and business developers, raising their standing with their employers, peers, and the public.

Join us **TUESDAY, FEBRUARY 20 for a CPSM MIXER** (more details to come!) to chat with some of our chapter CPSMs and learn more about how it's benefited their careers and how they can help you through the process!

The SFBAC CPSM Study Group Program this year is as follows:

MARCH - Pair up Study Buddies

APRIL - Session 1: Domains 1-2

MAY - Session 2: Domains 3-4

JUNE - Session 3: Domains 5-6

JULY - Cram session with practice test

AUGUST - Take the test at national! We will also be awarding a CPSM scholarship!

Questions? Please contact Vanessa Pelletier, CPSM vanessa@forge-sf.com