



## SUGGESTED READING TO PREPARE FOR CERTIFICATION

SMPS offers A/E/C marketers and business developers the opportunity to become a CPSM—a Certified Professional Services Marketer—through its CPSM Program. SMPS recommends that certification candidates read the following materials in preparation for the CPSM exam.

Title	Publication #	Quantity	Normal Price	Special Sale Price
<i>A/E/C Marketing Fundamentals</i>	1557014833		\$59.00	\$50.00
<i>Marketing in the 21<sup>st</sup> Century for the Design Professional</i>	09100900205		\$89.00	\$70.00
<i>Creating Rainmakers: The Manager's Guide to Training Professional to Attract New Clients</i>	0471920738		\$45.00	\$35.00
<i>Design, Market, Grow!</i>	0971253463		\$29.00	\$20.00
<i>Marketing Handbook for the Design &amp; Construction Professional, Third Edition</i>	9781557016584		\$69.95	\$62.95
<i>Plan It</i>	0971253447		\$49.00	\$30.00
<i>Professional Services Marketing Articles</i>	1557015589		\$40.00	\$30.00
<i>Rainmaking: Attract New Clients No Matter What Your Field</i>	9781598695885		\$ 14.95	\$10.00
<i>Wired to Clients – Get Inside Your Customers Minds for Success in Business Development</i>	9780910090490		\$69.00	\$50.00

**Shipping Charges: Please include \$9.25 for the first book you order plus \$3.50 for each additional book.**

Add all publication prices \_\_\_\_\_  
 California and Virginia Residents add sales tax \_\_\_\_\_  
 Total shipping charges \_\_\_\_\_  
**Total** \_\_\_\_\_

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone/Fax/E-mail \_\_\_\_\_

\_\_\_ Check enclosed (made payable to BNI Publications, Inc.) Total payment \_\_\_\_\_  
 \_\_\_ Visa \_\_\_ Mastercard \_\_\_ AMEX Card # \_\_\_\_\_ Exp. date \_\_\_\_\_  
 Signature \_\_\_\_\_

**This set of reference materials is available to CPSM candidates at a special sale price of \$357.95 (A \$464.90 value) plus shipping/handling.**

*This offer is not available on our web site. Order by mail or fax 760.734.1540. If you have any questions, please contact BNI Publications, Inc. at 760.734.1113 or mail to BNI Publications, Inc., 990 Park Center Drive, Suite E, Vista, CA 92081-8352*