



# SOCIETY FOR MARKETING PROFESSIONAL SERVICES

Are you looking for new ways to  
**Build Your Business?**

**SMPS**  
**CPSM**

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Society for Marketing  
Professional Services

**Certified Professional  
Services Marketer**



# The Challenge Today

Generate **profitable** new business



**G**etting new business is not hard – if you are willing to undercut your competition and work at miniscule margins. Building your business profitably is the challenge today.

In order to maximize profits from new business and concentrate on the best opportunities, you must do extensive research, target your market, develop a comprehensive marketing plan with specific action items, communicate your strengths, and build meaningful relationships with your current and prospective clients.

*These are the responsibilities of the professional services marketer.* And whether you're in a hot market or a competitive environment, a skilled marketer can mean the difference between success and mere survival for your firm.

**“As a leading professional design services firm, we require professionals in every aspect of our business, especially marketing and business development. I firmly support the SMPS certification program—a program that certifies when marketing staff members have the professional knowledge and understanding to effectively market our services.”**

**— Curtis J. Moody, FAIA, President and CEO, Moody/Nolan Ltd., Inc.**



# Certification

## The benefits of certification

The Society for Marketing Professional Services (SMPS) has published the *Domains of Practice for Professional Services Marketers* outlining the knowledge and skills required for successful professional services marketing. Now, with the SMPS certification program, you can be assured that your marketing professionals have what it takes to generate profitable business through demonstrated proficiency in the domains of practice.

Certification is the time-tested means of measuring a professional's credentials. It sets the standard for architects, engineers, attorneys, accountants, and many other professionals. Because the Certified Professional Services Marketer (CPSM) designation is the model for excellence within the profession, qualifying for it demonstrates your employees' pledge to excellence.

A CPSM on staff brings to the organization:


- diverse background and skills to successfully develop meaningful project opportunities for the firm
- tested knowledge in marketing management to help plan for the future growth and prosperity of the company
- experience to add to the profitability and success of the company
- commitment to keeping abreast of the latest trends in the industry
- increased professionalism.

CPSMs are identified as the experts - professionals who stand out from the rest of the pack. They know marketing better than most of their peers and have turned that knowledge into results. They've developed databases of qualified prospects, found the most creative ways to communicate with them, built the types of relationships that generate ongoing business opportunities, and prepared proposals and presentations that win new business. CPSMs know how to find and deliver profitable business. They are the marketers top firms want on their teams.



# CPSM

## How to qualify for certification



To earn the CPSM designation, candidates are assessed on their proficiency in the competency areas identified in the *Domains of Practice for Professional Services Marketers*. Each CPSM must meet the following 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
- ▶ possess an associate's degree plus six years of experience in marketing or business development for firms providing professional services
- ▶ without a degree, have eight years of experience in marketing or business development for providing professional services
- ▶ pass a rigorous written examination based on the Domains of Practice
- ▶ pledge to abide by the CPSM Code of Ethics.



# Certification Testing

## What's involved

**A** 150-question, multiple-choice certification exam is based on the *Domains of Practice for Professional Services Marketers* developed by SMPS. Candidates are tested on their skills in six areas:

- ▶ client and business development
- ▶ qualification statements and proposals
- ▶ marketing plans
- ▶ promotional activity
- ▶ information, resource, and organizational management.

In order to pass, a candidate must have broad and complete knowledge of professional services marketing.

New tests are developed each year. SMPS provides in-depth resources for study and preparation.

**“When I was hired by GeoSyntec...I was instructed...that part of the requirement for my taking the position was to not only join SMPS but to also obtain the CPSM certification within my first year. With that goal in mind, I took the test online in July and went to my first national conference in New York as a CPSM.”**

**— Chuck Raymond, CPSM, Engineering Development Manager, GeoSyntec Consultants, Inc.**





# SMPS

Elevating the standard for professional services marketing



The Society for Marketing Professional Services is the nation's largest society of professional services marketers and business developers. SMPS was chartered in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to create business opportunities. Together they created SMPS to help tackle the day-to-day complexities of marketing in a time when marketing was

barely acknowledged as a separate component in professional services firms.

Today, SMPS has thousands of members who are active in 50 chapters across the United States. Our members support the society in being the premier source for education, information, and resources in marketing professional services.



**“Why wonder if a candidate has the necessary marketing skills when we can hire a certified marketing professional and be assured they have the right body of knowledge?”**

**— Sheryl Maibach, FSMPS, Vice President Sales and Marketing, Barton Malow Company**

# The Next Step Is Yours

**Encourage your staff to get started today!**

If you want to elevate the skills of the marketing professionals in your firm and ultimately increase your chances for profitable business, encourage your marketing professionals to earn the CPSM designation.

To find out more about SMPS certification and the *Domains of Practice for Professional Services Marketers*, visit [www.smeps.org](http://www.smeps.org) or call the SMPS National Office at 800.292.7677.

**“Professional Service Industries Inc. (PSI) recognizes the importance of marketing and business development professionals and competency in this area as keys to its ongoing success, growth, and profitability. PSI is a 3,000-person engineering and environmental services firm with 150 offices throughout the United States and Canada and more than 25 active members in SMPS.”**

**— Tom Boogher, CPSM, Executive Vice President, PSI**



**The sooner your marketing professionals are certified,  
the sooner they can generate profitable new business  
for your firm.**





SMPS

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