

# Making Your Credential Work for You



## INTRODUCTION

This pamphlet provides professional services marketers with suggestions for using their credentials to enhance their careers, facilitate personal development, and gain recognition. Marketers who have been certified by the Society for Marketing Professional Services (SMPS) have found their credential to be beneficial in a variety of ways.

Use the information in this pamphlet as a general guideline for enhancing your personal and professional development through certification.

## THE IMPORTANCE OF CERTIFICATION

Certification demonstrates a marketer or business developer has specialized knowledge and expertise in professional services marketing.

## GAIN RECOGNITION

For many certified marketers, recognition of their credential is a first step toward greater job satisfaction and career enhancement. Whatever your goals may be, consider the ways you can obtain recognition among your colleagues, clients, employer, or potential employer.

## Wear Your Credential

- Include your credentials on your name badge, if permitted.
- Wear a CPSM lapel pin.
- Display your certificate in your office.
- Write an article for an internal firm newsletter outlining the credential, the process you went through, and the skills you gained.
- Ask that your credentials be included wherever your name is used professionally.



## Use Your Credential

- Include your credential every time you sign your name in a professional capacity.
- Print your credential on your business card, resume, and other professional materials.

## Showcase Your Credential

- Tell your supervisor you are certified.
- Give your employer a copy of your certificate for your personnel file.
- Give your employer's public relations department a press release announcing your certification. Ask them to send it to local newspapers or send it yourself.
- Tell colleagues in your local SMPS chapter that you've become certified. Many chapters recognize members' achievements through newsletters and web sites and at chapter meetings.



## DEVELOP PROFESSIONALLY

Pursuing certification requires time and effort and demonstrates a commitment to yourself and your profession. Attaining certification validates that you have met rigorous requirements for experience and knowledge in professional services marketing.

## Capitalize on Opportunities for Professional Development

- Develop a brief explanation of certification that can be offered to clients. Share it with your firm and encourage other certified marketers to use it when introducing themselves to clients and colleagues.
- Volunteer to develop or revise marketing guidelines or client education materials.
- Offer to develop or teach in-service programs. Your status as a certified marketer offers credibility because your professional services marketing knowledge has been validated.
- Share information you learned while preparing for the certification exam, either formally or informally.
- Volunteer to serve on committees within your firm, or to establish new committees that may be needed.
- Encourage certification among your peers. Arrange a study group or teach a portion of a review course.
- Volunteer to speak to SMPS chapters, other marketing organizations, or potential test candidates about the value of certification in professional services marketing.
- Pursue leadership positions in professional organizations. Keep your employer informed about your activities and how skills you develop will benefit your firm.

SMPS  
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# Enhance Your Career

# About SMPS

Certification can provide many opportunities to enhance your career. For example, some firms offer financial rewards for certification, such as pay increases, bonuses, or tuition reimbursement. At other firms, certified marketers are eligible for promotions or expanded roles within the firm. For some certified marketers, their credential provides opportunities for public speaking, writing, or consulting roles.

In addition, some firms encourage certification in order to progress to advanced levels of management and responsibility within the firm.

With the many opportunities available in marketing, certification can give you an edge in achieving a variety of career goals.

- Discuss certification with your employer or potential employer, and try to negotiate for support or certification in your benefit package.
- Review your personnel file periodically to ensure copies of educational materials you've developed are included in your file.
- Document instances when certification has had an impact on the work you do, a decision you've made, or leadership you've offered and share it with your employer.
- Create a portfolio of your accomplishments to share with your employer or potential employer.
- Update your resume or curriculum vitae to reflect your certified marketer status.



The Society for Marketing Professional Services (SMPS) was created 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. Today, the association has a membership of 5,700+ marketing and business development professionals.

Certification is granted by SMPS according to a voluntary procedure intended solely to test for special knowledge. SMPS does not purport to define qualifications, warrant, guarantee or establish specific performance on the part of any individual granted certification status for professional services marketing.

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## SOCIETY FOR MARKETING PROFESSIONAL SERVICES

*Making your credential work for you.*

A Guide for Professional  
Services Marketers



Society for Marketing  
Professional Services  
Certified Professional  
Services Marketer