

# Certified Professional Services Marketer



*An SMPS Certification Program*



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Note: The policies and procedures found in this manual are subject to change. Any questions concerning the policies and procedures for the administration of the CPSM Examination should be addressed to the Certification Program Manager at 703.549.6117, x232.

## **CPSM MISSION STATEMENT**

The Society for Marketing Professional Services (SMPS) is committed to being the premier resource for education and information in marketing professional services. The Society's certification program seeks to enhance the professional standing of professional services marketers with their employers, their peers, and the public.

The Certified Professional Services Marketer (CPSM) is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services and who agrees to adhere to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

## **PURPOSE OF THE CPSM PROGRAM**

### **"Elevating the Professional Standard"**

Candidates who apply for the CPSM designation are taking their first step toward joining a distinguished group of professionals who have made a commitment to excellence in career advancement and to an ongoing pursuit of knowledge. The CPSM examination is intended to test the knowledge of those individuals involved in marketing or business development for firms providing professional services.

This voluntary certification is designed to:

- ... raise the professional standards and stature of the professional practice
- ... encourage self-assessment by offering guidelines for achievement in the profession
- ... identify and award recognition to persons who have demonstrated knowledge and skills of the practice and related disciplines through a test of competency
- ... increase recognition for the profession and the industry
- ... influence the future direction of the profession.

The CPSM designation is a mark of distinction and offers you a wide range of important benefits:

- ✓ improved ability to compete in the job market
- ✓ enhanced credibility as a professional
- ✓ potential for increased compensation and benefits.

## **ADMINISTRATION OF THE CPSM PROGRAM**

The CPSM examination is offered solely by the Society for Marketing Professional Services. SMPS' specific responsibilities are the development, administration, and ongoing evaluation of the certification program. The National Office address is:

**Society for Marketing Professional Services**  
44 Canal Center Plaza, Suite 444, Alexandria, VA 22314  
Web Site: <http://www.smeps.org>  
Tel.: 800.292.7677 or 703.549.6117 Fax: 703.549.2498

Questions regarding the certification process may be referred to the Certification Manager, x232.

Test construction and administration services for the CPSM examination are provided by:

**ACTS Corporation**  
609 Lake Vista Drive, Forest, VA 24551  
Web Site: <http://www.actscorp.com>

## **GENERAL INFORMATION**

The CPSM program involves a five-step process. Completing the application is the first step. Preparation/studying for the examination is the second step. Registering for the examination is the third step. Sitting for the examination is the fourth step. The fifth step is maintaining the designation through continuing education (recertification every three years) and actively participating in the profession.

### **Eligibility Requirements**

Candidates must meet the following requirements to be eligible to take the CPSM examination:

- ✓ a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services, or
- ✓ an associate's degree plus six years of experience in marketing or business development for firms for firms providing professional services.
- ✓ without a degree, eight years of experience in marketing or business development for firms providing professional services
- ✓ a pledge to abide by the CPSM Code of Ethics (see Appendix 1).

### **Application/Registration Process**

To begin the certification process, candidates should apply online at [www.smeps.org/Content/NavigationMenu/Certification/ApplicationandEligibility/default.htm](http://www.smeps.org/Content/NavigationMenu/Certification/ApplicationandEligibility/default.htm). Once the application has been submitted, applicants must send a copy of college transcripts, or a notarized photocopy of degree (when applicable) to the SMPS National Office. Please allow additional time for this step. If you have difficulty submitting your online application, please contact the SMPS Certification Department at 800.292.7677, x232.

Study tools and more detailed information on the certification program can be found at [www.smeps.org/Content/NavigationMenu/Certification/StudyTools/default.htm](http://www.smeps.org/Content/NavigationMenu/Certification/StudyTools/default.htm). Candidates who decide to apply to take the examination must ensure that the application and fee are received at the SMPS National Office. The application will be reviewed, and within a few weeks applicants will receive a letter confirming their eligibility to take the examination along with an examination registration form.

Before a candidate can sit for the examination, a completed examination registration form and fee must be received at the SMPS National Office.

### **Additional Fees**

Cancellations must be made at least two weeks prior to the exam in order to receive a refund for the examination fee less a \$50 processing fee. Cancellations must be made in writing and sent to the Certification Manager at the SMPS National Office. Cancellations received less than two weeks before the exam will result in a forfeiture of fees. Candidates will be required to reapply to take the exam and submit an additional exam fee.

Fees help to cover the services of a third party professional testing firm that will administer the examination, grade it and report on test results. Fees also help to offset administrative costs associated with processing applications.

## Online Testing

In addition to paper-based testing, candidates may test online from any computer with internet access. For detailed information about taking the exam online, please go to <http://www.smeps.org/Content/NavigationMenu/Certification/ApplicationandEligibility/Abouttheexam/default.htm> or contact the Certification Manager by calling 800.292.7677, x232.

## CPSM EXAMINATION INFORMATION

### Development and Validation

From its inception, SMPS has been committed to offering a valid and reliable certification examination. Working under expert consultation, the Board of Directors and the Certification Committee rely on the highest standards of examination development methodology.

This methodology is designed to ensure that the resulting examination is valid and reliable. A valid examination is one that accurately reflects the knowledge and skills required for competent practice. Evidence for the validity of the CPSM examination has been gathered via two independent methods. First, experts in the field of marketing professional services validated all questions in the examination. Second, a Practice Analysis and the resulting Test Blueprint for the examination were validated by a random sample of practicing marketers of professional services across the United States.

### Examination Development

A Certification Committee, composed of senior marketing professionals, was selected to develop the CPSM examination. The Committee is responsible for examination-question development, examination construction, establishment of a passing point score for the examination, oversight of the certification program, and assurance that the program reflects the changing needs of the profession.

As an objective measure of the knowledge and skills required of marketers of professional services, the CPSM examination is based on a Practice Analysis Study undertaken by SMPS and the test blueprint. Trained by test development consultants, the Certification Committee wrote examination questions. These questions were developed and selected for inclusion in an examination in accordance with the Test Blueprint. (See Appendix 2 for the CPSM Certification Examination Test Blueprint).

Questions appearing on the CPSM examination have been subjected to rigorous review. The Certification Committee members validated each question as relevant and important for competency in the designated areas of knowledge for marketers of professional services. The questions were also reviewed for potential bias, making sure that context, setting, terminology, and content are appropriate for all segments of the candidate population.

### Examination Format

The CPSM examination consists of 150 questions that use a four-option, multiple-choice format. Each question is carefully written, referenced, and validated to determine its accuracy and correctness. There is only one answer that is MOST CORRECT for each test question. All questions are of equal weight, and *it is to the candidate's benefit to answer every examination question since there is no penalty and no points are deducted for incorrect or omitted answers to test questions*. Each administration of the CPSM exam employs a combination of test questions drawn from the question bank in accordance with the Domains of Practice and the Test Blueprint (see Appendix 2). This determines the number of questions from each of the Domains of Practice that appear on the CPSM examination.

Appendix 3 offers sample questions representative of those that appear on the CPSM examination. These samples do not reflect the full range of content or difficulty levels of the questions on the actual examination.

## Preparation for Examination

A list of suggested reading is provided online at <http://www.smps.org/Content/NavigationMenu/Certification/StudyTools/default.htm>. Study tools are designed to help candidates gain an understanding of the topics covered on the examination. However, candidates are responsible for keeping up to date on any relevant changes or significant developments in the field of professional services marketing. *The CPSM examination is developed according to the Domains of Practice, is not based on memorization, and is not linked to specific books or reference materials.* Candidates are responsible for demonstrating the knowledge defined by the Domains of Practice and should design their own preparation process, using such reference materials as they deem appropriate and necessary. Both knowledge and relevant experience are required to complete the examination successfully.

## CPSM TEST ADMINISTRATION INFORMATION

### Admission Procedures

- ✍ The examination will be held only on the day and at the time scheduled.
- ✍ Candidates will be informed of the time to report for the examination. Candidates should allow adequate time to find the testing facility on the day of the examination administration.
- ✍ The total testing time is three hours. Additional time has been allotted for instructions. There are no scheduled breaks.
- ✍ Each candidate registered to take the test will receive a confirmation/admission letter approximately one week before the test date. **Note: If the exam is to be taken online, the candidate will receive the letter via e-mail.** The admission letter will contain the name of the test, the date on which the test will be given, the address of the test center, the time candidates should report to the test center, the candidate's name, and any other pertinent information.
- ✍ Candidates who do not receive their confirmation/admission letter one week before the test date should contact the Certification Manager at 800.292.7677, x232. For the paper examination, the confirmation/admission letter must be presented at the test center to gain admittance to the examination.
- ✍ Candidates are required to bring with them a current photo ID (such as a valid driver's license) with signature. Candidates are required to sign a proctor verification form upon entry to the test center and will not be admitted without proper identification.

### Examination Administration Procedures

- ✍ For the paper examination, candidates should bring several sharpened Number 2 pencils and a good eraser. No supplies are furnished at the test center.
- ✍ No reference material, books, papers, calculators, scratch paper, food, or drinks are allowed at the test center.

- ✍ Candidates carrying pagers/beepers, cellular phones, or any other sort of electronic or communication device are required to turn them off and leave them with the proctor until completion of the examination.
- ✍ No questions concerning the content of the examination may be asked during the testing period. Candidates should listen carefully to the instructions given by the proctor and read the directions in the test booklet/online instructions thoroughly. The proctor can answer only procedural questions; they are not permitted to address questions pertaining to content of the examination.
- ✍ The proctor is authorized to implement secure and proper test administration procedures, including changing candidate seating.

## **Security Procedures**

- No individuals other than the candidates are permitted near the testing room at any time. Upon completion of their examination, candidates are required to leave the testing area immediately. Areas around the testing room will be monitored throughout the administration of the examination for security purposes.
- Candidates are not permitted to leave the testing room to use a telephone unless there is an emergency and then only in the presence of the test site's proctor. Excessive requests to use the restroom and prolonged leaves of absence from the test administration room will be noted by the proctor on the test center reports submitted to ACTS and SMPS.
- Any candidate who gives or receives assistance from another candidate or is found to be using unauthorized materials or aids during the test administration will be required to surrender all examination materials immediately and leave the testing area. In these circumstances, the candidate's answer sheet will not be scored and the situation will be reported to SMPS.
- SMPS reserves the right to prosecute or take any other action deemed appropriate against any individual who removes or attempts to remove examination material by any means from the test center.
- Any candidate who violates security will not have his or her examination processed.

## **Special Accommodations**

Candidates with a documented disability (physical or mental impairment) that substantially limits one or more major life activities may request special testing arrangements in writing when they submit their application.

Candidates requesting special testing accommodations should provide, along with their written request, supporting documentation from a professional provider who possesses credentials appropriate to diagnose and treat the disability. Such documentation should include:

- ✓ the diagnosis and nature of the disability
- ✓ the date the provider last saw the candidate
- ✓ the name(s) of the diagnostic test(s) used
- ✓ the length of the condition
- ✓ testing arrangements suggested or recommended to accommodate the disability.

The written request and its accompanying documentation should be sent to the SMPS National Office at the same time the application is submitted. There is no additional charge for special accommodations. Each request will be evaluated individually.

SMPS recognizes the definition of disability as defined by the Americans with Disabilities Act and acknowledges the provisions and protections of the act. SMPS will offer the examination in a site and manner that is deemed appropriate for candidates with disabilities. Information provided to SMPS about candidate disabilities and related testing needs is confidential.

## **TEST SCORING AND SCORE REPORTING**

### **Examination-Question Analysis**

The Certification Committee will evaluate the statistical properties of the questions on the examination on an annual basis. If candidates do not perform on a given question as expected, that question will be closely evaluated to determine whether it is in any way flawed. If the content experts agree that a question is flawed, then appropriate actions will be taken.

### **Pass/Fail Standard**

The CPSM examination is a criterion-referenced examination. The minimum passing score represents an absolute standard and does not depend on the performance of other candidates taking any given administration of the examination. In order to pass the CPSM examination, a candidate must obtain a score equal to or higher than the minimum passing score of 75%, or 113 out of 150 correct. There is no scoring on a curve and candidates do not compete against each other. There is no preset limit on the number of candidates who may pass or fail the CPSM examination.

### **Score Processing and Reporting**

All candidates will be notified of their examination performance. Candidates who pass the examination will receive notification of their certification status. Failing candidates will receive a report with performance information for each content area of the examination.

All candidates will be notified in writing of their examination results within approximately six weeks of taking the examination. However, candidates are asked to remember that several system checks and routines must be run in order to produce an accurate product. While every effort is made to ensure prompt notification, accuracy will not be sacrificed for the sake of speed.

Neither ACTS nor SMPS will release score information.

### **Verification of Test Scores (Handscoring)**

During the scoring process, all computer-scanned answer sheets are checked for unusual responses (e.g., missing or multiple responses). Answer sheets with such unusual responses are checked by hand as part of the ACTS quality control process.

Candidates receiving a failing score on the examination may request a handscoring of the answer sheet, provided that such a request is made in writing and is received by SMPS **within 30 days** after notification of the results and is accompanied by a **\$50** administrative fee.

Handscoring requests should include the candidate's name, the candidate's SSN or examination ID number, and the date on which the examination was taken. Handscoring requests should be sent to:

**Society for Marketing Professional Services - CPSM Certification Program**  
44 Canal Center Plaza, Suite 444, Alexandria, VA 22314

The results of the handscoring are sent to the candidate within three weeks from SMPS' receipt of the request. The candidate's answer sheet, examination booklet, or questions from the examination are not released to the candidate for review after an administration. This policy is necessary to maintain the security of the examination-question bank. Hard copies of candidates' answer sheets will be maintained for three years following test administration; electronic records of candidates' responses and test scores will be maintained in perpetuity.

### **Re-examination**

If a candidate fails to achieve a test score equal to or greater than the minimum passing score upon his/her initial attempt, the candidate may elect to retake the exam. The candidate must wait a period of at least three months from the testing date before becoming eligible to retake the exam.

The candidate may retake the exam up to two additional times, and will be required to pay the exam fee each time to cover the cost of test administration. If the candidate does not pass on either of the two additional attempts, he/she may take the exam a fourth time, however, a new, up-to-date application will be required, together with all applicable fees. The application will be treated as any other new application, and the cycle will restart.

Candidates will be granted three years from the date of their application acceptance letter in which to sit for, and pass the examination. A candidate failing to pass the CPSM exam after the three-year period will be required to begin the application process again. This includes submitting a new application and application fees.

### **Appeals Process**

The Certification Committee is responsible for creating an appeals process that relates to rejected applications and failed examinations.

Candidates wishing to challenge a denial of eligibility to sit for the examination or a failing test score on the certification examination may submit a written appeal to the Certification Committee.

The candidate must make the appeal personally.

To initiate an appeal, the candidate must submit a letter to the Certification Committee within 30 days after receiving notice, stating the conditions of the appeal. The Committee shall respond to the candidate within 60 days of receipt of an appeal. Candidates not certified after appeal may elect to retake the examination three months after the initial examination and **MUST** repay only the examination fee.

## **CPSM CERTIFICATION AND RECERTIFICATION**

### **Recognition of Certification**

Candidates who pass the examination will be entitled to use the CPSM designation after their name. Each candidate will be given a certificate of achievement, a lapel pin, and will be invited to attend a special recognition ceremony at the SMPS National Conference. SMPS will notify the candidate's firm principal, peer/trade organizations, and the SMPS membership of the candidate's outstanding accomplishment.

### **Recertification**

The CPSM designation is valid for a three year period. To maintain certification, the candidate must accumulate a minimum of 50 continuing education units (CEUs) within each subsequent three year period. CEUs for recertification may be accumulated in a variety of ways, through SMPS or other related professional associations.

Failure to accumulate the minimum 50 CEUs, submitting a recertification application and recertification fees will result in revocation of the CPSM designation.

Following are the guidelines for calculating CEUs: One CEU is awarded for each contact hour of instruction. A contact hour is defined as one hour of interaction between a learner and an instructor. For purposes of calculating CEUs, breaks, meals, or social/networking time cannot be included in the contact time. A presentation during a meal function can be counted for the length of the presentation only. Meeting time devoted to business or committee activities cannot be counted. CEUs will be maintained in an SMPS database for three recertification cycles. For more information on how to earn CEUs toward recertification, call the SMPS Certification Department at 800.292.7677, x232.

### **Life Certification**

Certified Professional Services Marketers who maintain their certification throughout their careers will be certified for life upon reaching the age of 65. No further reporting is necessary except for notifying the SMPS certification administrator of meeting the age requirement.

## **GENERAL POLICIES**

### **Release of Information**

SMPS will release CPSM status verification, but not scores, upon request. Requests should be directed to the CPSM Certification Program at the SMPS National Office. SMPS will maintain a current listing of Certified Professional Services Marketers.

### **Nondiscrimination**

SMPS and ACTS endorse the principles of equal opportunity. Eligibility criteria for examination and certification under the CPSM program are applied equally to all applicants regardless of race, sex, age, religion, national origin, sexual orientation, or disability.

## **APPENDIX 1**

### **Code of Ethics**

As a Certified Professional Services Marketer (CPSM), it is SMPS's intention that you will aspire to adhere to a Code of Ethics. It recognizes your integrity and obligation to maintain high standards of individual professional behavior, as well as your responsibility to promote these same standards within our industry.

As a Certified Professional Services Marketer:

- ... I will maintain and advance my knowledge of professional services marketing, respect the body of marketing knowledge, and contribute to its growth.
- ... I promise to continually seek to raise the standards of excellence in professional services marketing.
- ... I pledge to pursue my professional activities with honesty and fairness, to demonstrate the highest standard of personal conduct, to actively encourage the highest level of ethical standards within the profession, and to report unethical behavior to the Society for Marketing Professional Services.
- ... I promise to practice in a manner that supports the rights of employers, employees, and clients and will not discriminate because of race, sex, age, religion, national origin, sexual orientation, or disability.
- ... I recognize my responsibility to uphold all laws and regulations relating to my firm's policies and activities.
- ... I promise to be loyal to the firm that employs me and pursue its objectives in ways that are consistent with the public interest.

## **APPENDIX 2**

### **Test Blueprint**

The examination blueprint for the CPSM examination was developed using the results of the Practice Analysis conducted by SMPS in cooperation with Professional Examination Service. This blueprint lists the percentage of questions on the test that assess knowledge associated with performance of each of the practice domains. Under each domain, there is a sample listing of the areas of knowledge that a marketer must possess in order to demonstrate the skills under that domain. Each domain is listed with a descriptive set of skills associated with that domain. For example, questions on Marketing Research may relate to such skills as establishing methodologies for collecting and evaluating information or monitoring sources of industry-related market information. Preparation for the examination should be focused on both domains/skills and knowledge requirements to demonstrate those skills.

## Domains of Practice

**Domain  
1**

### MARKETING RESEARCH

15%

**Knowledge Areas:** Data-gathering techniques; sources of social, cultural, economic, federal, state, and local regulatory information; newspapers, magazines, and other publications related to target markets; research design; qualitative and quantitative data-analysis techniques; methods for forecasting trends.

**Skill Set:** Establish methodologies for collecting and evaluating information, from within the firm and from external sources, on potential teaming and business opportunities; monitor social, demographic, cultural, and economic trends for broad-based marketing and business implications; monitor legislative and/or regulatory activities that could affect the need for services; monitor sources of industry-related market information; develop and maintain network of corporate, industry, government, municipal, and community contacts to keep abreast of industry, client, and competitor activity; design, implement, and/or evaluate research studies of markets, competitors, and/or client prospects.

**Domain  
2**

### MARKETING PLAN

16%

**Knowledge Areas:** SWOT of firm and personnel; elements of strategic plans, marketing plans, and business plans; techniques for facilitating the planning process; cost/benefits of various marketing techniques; basic management principles; internal marketing audit elements; methodologies for budget development; basic accounting principles; cost tracking and control procedures.

**Skill Set:** Analyze research data related to past, current, and prospective markets and relevant corporate experience; participate in firm's strategic planning; select target markets based on research results; create marketing plan, including specific goals, objectives, strategies, action plans, and schedules for each target market; manage implementation of firm's marketing plan; evaluate and report progress in implementing marketing plan, and revise goals, objectives, and priorities as appropriate; create marketing budget; manage marketing budget.

**Domain  
3**

### CLIENT AND BUSINESS DEVELOPMENT

20%

**Knowledge Areas:** Strategic planning techniques; interpreting and applying market research results to client and business development, prospect information sources; techniques used to screen and classify prospects; key elements of contact management programs and databases; methods for initiating client research calls and maintaining contact; fostering/building client relations; effective frequency of client contact; methods for conducting client perception studies.

**Skill Set:** Create business development guidelines and strategies for pursuing clients and/or projects; screen or pre-qualify client or project leads from market research, referrals, contacts, cold calls, and other sources to establish new client relationships and to ascertain project opportunities, interest/appropriateness, and requirements of follow-up calls; develop, implement, and monitor contact management process; initiate and maintain ongoing contact with prospective clients to build a professional relationship and project opportunities; initiate, follow up, and maintain contact with current and past clients to track client satisfaction and initiate corrective action, if needed.

Domain  
4

## SOQs/PROPOSALS

18%

**Knowledge Areas:** RFQ/RFP criteria and decision/selection process; fee pricing/budgeting; federal, state, and local laws and regulations; federal, state, and local forms and guidelines; architectural and engineering terminology; scheduling and tracking systems for individual proposal elements and status; graphic design and production; resources and products for SOQ/proposal production, including printing and binding; desktop publishing software; managing activities of specialized consultants; presentation software; visual aids for use in presentations; post-presentation or post-contract award debriefing procedures.

**Skill Set:** Conduct/participate in RFQ/RFP review and/or strategy session to analyze potential client in terms of target market, project size, probability of selection, and timing in order to recommend go/no go decision; develop strategies to produce SOQs/proposals; manage preparation and draft content of proposals, SOQs, letters of interest, and responses to inquiries; produce SOQs/proposals, including typing, editing, graphics, reproduction, binding, and mailing, to ensure that all RFQ/RFP criteria are met; develop presentation strategy, structure, style, and assist in selection of presentation team; prepare or assemble written and visual information for presentations; coordinate/coach presentation rehearsals; conduct post-presentation follow-up internally and with prospective client; conduct post-award debriefings with prospects regardless of outcome, and revise business development and SOQ/proposal strategies as appropriate; perform contract negotiations, including preparation of draft, negotiations, and execution of contract.

Domain  
5

## PROMOTIONAL ACTIVITY

16%

**Knowledge Areas:** Interpreting results of client perception surveys and image studies; communicating firm's image and objectives; procedures to evaluate effectiveness of promotional activity; advertising media; business/social etiquette and protocol; trade show event management; industry/media/civic events; technical and journalistic publication writing techniques; sources for press list; format and content of promotional publications; tailoring promotional materials to target audience; graphic design; printing; copyright laws and authorized use of visuals; web page design; information delivery methods; slide production requirements and costs; production and use of photography; techniques to qualify, interview, and select vendors and consultants; awards programs, submission guidelines, and deadlines; special events planning.

**Skill Set:** Develop image and corporate identity; manage promotional program expenditures to ensure consistency with budget; develop advertising plan to support firm's marketing program objectives; develop corporate entertainment strategies to ensure maximum exposure; represent firm at media events, civic and professional group meetings, client industry trade associations, and community and industry activities to enhance the image of the company; write press releases, journal articles, and/or newsletters to generate publicity for firm; create written/print promotional materials consistent with overall marketing and business plan, and update on a regular basis; create electronic promotional materials consistent with overall marketing and business plan, and update on a regular basis; create slide shows for presentation; coordinate finished project photography; select, manage, and direct activities of specialized consultants; prepare and coordinate awards competition entries; coordinate firm special events.

Domain  
6

## INFORMATION, RESOURCE, AND ORGANIZATIONAL MANAGEMENT 15%

**Knowledge Areas:** Management and motivational techniques; records management systems for project, personnel, consultant, proposal, and/or visual information; computerized database management systems; staff training techniques; individual and group dynamics; leadership and team-building principles; evaluation techniques for design/production efficiency and quality control; promoting and rewarding high-quality team performance and effective client service; resource management and costs/benefit analysis techniques.

**Skill Set:** Manage/supervise activities of marketing and support staff; coordinate marketing efforts and provide communication link across departments, disciplines, and/or branch offices; develop and maintain systems to extract, categorize, and retrieve information related to consultants, personnel, projects, prior proposals, boilerplate, visuals, mailing lists, and promotional items; develop and maintain an internal communications program to facilitate information sharing within firm; inform and involve principals and technical staff regarding marketing efforts; conduct marketing-related principal and technical staff workshops/training; attend professional development activities; monitor information, resource, and organizational expenditures to ensure consistency with budget; recruit and keep star performers; build high-performance teams linked to key client groups; refine design/production process to improve efficiency and quality control.

## **APPENDIX 3**

### **Sample Questions**

The following questions were written by Certification Commission members to familiarize candidates with the format, content, and type of questions that may appear on the examination. However, their overall difficulty is not necessarily representative of the overall difficulty of the actual examination, and they do not provide a complete overview of the content of the entire examination.

1. To create an effective lead-sharing network, marketing professionals must share and exchange information with:
  - A. a select group of community leaders.
  - B. as large and diverse a group as possible.
  - C. business associates within their industry.
  - D. a select group of colleagues and business associates.
2. Target market selection is most effective when based on:
  - A. SWOT analysis and desires of principals.
  - B. acceptance within the industry structure.
  - C. financial potential for long-term stability and organizational growth.
  - D. political changes affecting an industry.
3. Cold calls are most effective for:
  - A. requesting a specific RFP.
  - B. collecting client information.
  - C. presenting the firm's qualifications for a specific project.
  - D. presenting a detailed description of the firm.
4. What is the most effective way for a marketing professional to prepare a presentation team for the question-and-answer part of a presentation?
  - A. Brainstorm answers to potentially difficult questions and practice the delivery of the answers.
  - B. Ask each presentation team member to prepare a list of questions and develop answers.
  - C. Have the marketing professional develop a list of questions and answers with review by presentation team members.
  - D. List potentially embarrassing questions and develop strategies to address them by referring to the firm's strengths.

5. A communication program may include a number of approaches, such as direct mail, seminars, and press coverage. The advantage of press coverage over the other two strategies is that it:
- A. generates recognition of principals and staff.
  - B. generates interest from clients and prospects.
  - C. provides third-party endorsement.
  - D. reduces the need for advertising.

## APPENDIX 4

### Suggestions for Taking the Examination

Below are some suggestions that you may find useful in taking the CPSM examination.

#### Administrative Suggestions

- ☞ Pay attention to the directions given by the proctor(s) and those that are printed in the test booklet. You may miss important information by skipping over directions or reading them too quickly.
- ☞ Pacing yourself is very important. You have three hours to take a 150-question examination; keep track of your time and allow sufficient time to answer all questions.
- ☞ Record answers carefully on the separate scannable answer sheet. The numbering of questions in the test booklet should match the numbering of your responses on the answer sheet.
- ☞ Should you change your mind on any answer, erase the previously marked response thoroughly. Multiple responses to a question will be scored as incorrect.

#### Test-Taking Suggestions

- ☞ Answer the questions in order, but don't waste time on questions containing unfamiliar or difficult material. You can come back to them, time permitting.
- ☞ As you read the questions in order, answer those questions you are sure of first and then come back to answer those questions you have initially left unanswered. This is an effective strategy, because each question counts the same amount toward your total score. You will need to be careful to skip the space for the unanswered question on your scannable answer sheet. You also may wish to mark unanswered questions in your test booklet. This technique gives you more opportunities for success, because when you return to the difficult questions, you are not as pressed for time.
- ☞ Read each question stem (i.e., the first part of the question) carefully and think about the possible right answer before looking at the four options.
- ☞ Do NOT read more into the question than is stated. Pay attention to the information contained in the question.
- ☞ Be sure to pay attention to qualifiers or key words such as *not*, *least*, *first*, *best*, *except*, and *most*. These words have a strong impact on the interpretation of the question and the correct response.
- ☞ If you do not know the answer to a question, look at each option and try to eliminate wrong choices. Then select the best answer from the choices remaining.

- ☞ Make educated guesses at the correct answers rather than leaving the answer spaces blank. There is no penalty for guessing. Be sure to answer all questions.
- ☞ There are NO trick questions.

**Answer Key:**  
1. D  
2. A  
3. B  
4. A  
5. C







About SMPS

**SMPS**

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