



SOCIETY FOR MARKETING PROFESSIONAL SERVICES

Are you ready to take your career to the next level?

**SMPS
CPSM**

**Society for Marketing
Professional Services**

**Certified Professional
Services Marketer**



Demonstrate Your Professional Excellence

Every day you help your firm grow by identifying new project opportunities, developing business relationships, and getting your company's name in front of prospects. That's your job as a professional services marketer. The Society for Marketing Professional Services (SMPS), the recognized leader in professional services marketing and business development education, offers a certification designation that recognizes your experience and demonstrated skills.

"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 Benefits of Certification

Join the growing number of professional services marketers who have earned the prestigious Certified Professional Services Marketer (CPSM) designation and enjoy the benefits they have derived from their achievements, including:

- increased knowledge in strategic market planning, market research, plan implementation, business development, and promotion
- widespread recognition of professional competence
- enhanced credibility with employers, clients, and peers
- career advancement
- demonstrated commitment to professional growth and development.

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. Now, professional services have a benchmark to measure their excellence and knowledge.

The demanding journey to certification helps ensure the highest quality preparation and training for professional services marketers. Holders of the CPSM designation are recognized as the best prepared to develop databases of qualified prospects, find the most creative ways to communicate with them, build the types of relationships that generate ongoing business opportunities, and prepare proposals and presentations that win new business. Consequently, employers can be confident that they have hired the best-qualified professional to market their firm's services.



How to Qualify for Certification

Because SMPS certification is the model of excellence within our profession, qualifying for it demonstrates your pledge to excellence as well.

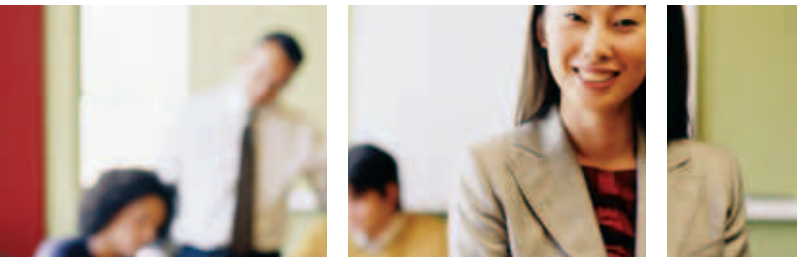
To earn the CPSM designation, candidates must be proficient in the knowledge and skill areas identified in SMPS' *Domains of Practice for Professional Services Marketers*.

Each candidate 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 firms providing professional services
- ▶ pass a rigorous written examination based on the professional competencies
- ▶ pledge to abide by the CPSM Code of Ethics.



Certified Professional Services Marketers are the people top firms want on their teams.



Certification Testing: What's Involved

The 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:

1. client and business development
2. qualification statements and proposals
3. marketing plans
4. promotional activity
5. marketing research
6. information, resource, and organizational management.

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

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

“We do an enormous amount of teaming for marketing purposes, and I always look to see if my counterpart has the certification or is currently pursuing certification. It lends more credibility to their marketing department.”

— *Peggy Powell Denton, CPSM, Associate Principal and Director of Healthcare Marketing, Watkins Hamilton Ross Architects, 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 of 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.

“Since marketing/business development is both an art and a science, certification will add to the credibility of those who practice it.”

— Philip Bannan, CPSM, Gillan & Hartmann Inc.

The Next Step Is Yours

If you want to gain the recognition you deserve for your years of experience and knowledge of marketing and business development, get certified as soon as possible.

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

The sooner you gain the distinction of certification, the sooner you can advance your career in new and lucrative directions.

“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

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