



Become APMP Certified

APMP offers the world's first, best and only industry recognized Certification Program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency. Achieving APMP Certification:

- Demonstrates your personal commitment to your career and profession
- Improves your business development capabilities
- Creates a focus on best practices for your team
- Gains you the respect and credibility of your peers, clients and organization's leaders and in some cases additional compensation.
- Reinforces bid/proposal management as an important role within your organization and not an ad hoc function that anyone can do

Your APMP Certification Plan

Use this table to see what level of APMP Certification you could achieve at your current experience in the industry. Each level builds on the one before and everyone must start at Foundation before advancing to Practitioner and Professional.

If You Are A	You Should Have
Junior level proposal professional with 1-3 years' experience	 <p>Foundation Certification You have demonstrated an extensive knowledge and understanding of best practices.</p>
Proposal professionals with 3 or more years' experience	 <p>Practitioner Certification You have demonstrated a mastery of how to apply best practices and lead others in their use.</p>
Proposal professionals with 7 or more years' experience	 <p>Professional Certification You have made a significant contribution to your organization and/or the profession. In addition you have proven leadership and communications skills.</p>

APMP Certification Levels, Exam Types and Costs

Each level is assessed in a different way and each requires a minimum level of experience and uses a process of examination, competency based assessment, which is consistent and measured against world wide best practice standards.

Level of APMP Certification	Type of Assessment	Cost*
Foundation	One hour, open book, multiple choice exam	\$400 USD*
Practitioner	Assessment of documented experience through essay questions. No time limit.	\$600 USD*
Professional	Assessment of impact presentation and communication and leadership skills in an interview setting	\$850 USD

*Does not include face-to-face or online prep course fees offered by APMP and APMP's Approved Training Organizations.

Your certification is maintained by earning Continuing Education units every 2 years.



If you have any questions about the APMP Certification Program, please contact me.

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Taking APMP's Foundation Level Exam



Thank you for your interest in taking APMP's Foundation Level Exam – the first part of three APMP Certification levels, followed by Practitioner and Professional Level. Your path to APMP Certification starts with the Foundation Level.

The Foundation exam is a 75 questions, multiple choice, pass-fail, and open-book exam. To pass, you must answer 42 questions correctly. The exam lasts exactly one hour (60 minutes). Your level of experience, knowledge of best practices, and participation in previous training courses will determine how to best prepare for the exam.

Please contact APMP's Director of Certification at (314) 223-3822 or by e-mail at charlie.devine@apmp.org to evaluate the best options based on your experience.

APMP Foundation Level Study and Exam Option

You may take the exam by choosing one of these options:



Option 1: Face-to-Face

APMP's Approved Training Organizations (ATOs) offer face-to-face Foundation Level training and exam sessions periodically throughout the world. Go to the APMP Community Calendar at www.apmp.org for a list of upcoming public sessions.



Option 2: Online

You may also study on your own and then take the exam online via the APM Group website. The APM Group is the organization that administers the Certification exam and assessment processes for APMP. Contact us at charlie.divine@apmp.org.

APMP Foundation Level Study Options

You may study for the APMP's Foundation Level exam by following as many of these recommended study aids that you are comfortable with.



Book Study

Purchase APMP's Accreditation Proposal Guide which is the primary Certification study guide for Foundation Level Certification. The guide provides the answers to all the questions tested in the Foundation exam. It is available through the APMP Store at www.apmp.org and costs \$59 for APMP members and \$119 for non-members. Additional shipping charges are based on where you are in the world. This printed guide is an APMP branded version of the Shipley Proposal Guide 3rd edition. Delivery can take up to three weeks, so please order early.



Online Study

Participate in any of the following self-paced e-learning (available 24X7) or periodic webinar offered by these APMP ATOs.

ATO Name	Self Paced e-Learning	Periodic Webinars	Registration Link
Bid to Win	-	Yes	www.bid-to-win.eu
CSK Management	-	Yes	www.cskmanagement.com
Lohfeld Consulting	-	Yes	http://www.lohfeldconsulting.com
Shiplely Associates	Yes	Yes	www.shiplelywins.com/training-elearn.php



APMP's Online Certification Syllabus Study

This online document focuses you on the Foundation Level competencies that you should study in The Proposal Guide. The APMP doesn't provide a cross-reference between the competencies and where they are addressed in the APMP's Accreditation Proposal Guide.



APMP's Online Certification Glossary Study

It provides a glossary of terms used in Foundation level exam.



Practice Exam Study

This seven question online test exam shows you the format and context of the questions. However, since it's only 7 questions it may not be a true test of one's ability to pass the real exam.

Study and Exam Costs

The cost for the Foundation Level exam is \$400 USD.

It does not include payment for Certification training offered by the APMP approved ATOs. Training to prepare for the Foundation level exam from an ATO can cost anywhere from \$195 USD (for self-paced learning) to \$500 USD (for face-to-face training) per person depending on the ATO and the media used in training.



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Advancing to Practitioner Certification

Your Opportunity

Congratulations for earning your APMP Foundation Level Certification. You have demonstrated that you have extensive knowledge and understanding of best practices. Now it is time to validate that you have a real world mastery of those best practices and can lead others in their use through APMP's Practitioner Level Certification.



The APMP Practitioner Assessment Format

Unlike Foundation Level, there is not an exam for APMP's Practitioner Level Certification. Instead you complete a 35 question Proposal Practitioner Assessment Questionnaire (PPAQ). Completing the PPAQ provides objective evidence from your professional experience record to substantiate your Practitioner level application. A certified assessor evaluates your PPAQ against the Practitioner Standards and Guidelines then performs a random check of evidence with your reference.

Think of it as an RFP response on your own experience with no time limit. You may take as long as you like to complete it.



Preparing Your Proposal Practitioner Assessment Questionnaire

APMP offers an easy-to-follow online training program specifically designed to help you complete the PPAQ-. The tutorial is available over the web, 24/7, so participants can work through the PPAQ at their own pace.

The tutorial has 10 detailed chapters that guide through the entire process from getting ready to prepare your PPAQ, to submitting your PPAQ online. Start with your most comfortable competencies identified in a self-assessment. Then tackle more challenging competencies as you master the approach. See example competency responses and hear how to handle the challenging areas. You will receive on-going support from the Director of Certification and Mentors.

The cost for the APMP Practitioner Tutorial is \$129.

You may also choose not to take the Tutorial and try working through the PPAQ alone.

APMP's Practitioner Certification Tutorial Helps You Understand

- ✓ Practitioner level Certification requirements
- ✓ Documents you need to collect begin your PPAQ
- ✓ How to navigate the Standards and Guidelines
- ✓ How to how to write a compliant competency evidence response
- ✓ Examples of competency evidence responses
- ✓ How to approach personally challenging competencies
- ✓ How the Chief Examiner scores PPAQs
- ✓ How to submit the your PPAQ when it is completed
- ✓ How to get expert advice when you have questions



What the Members say about APMP's Practitioner Certification Tutorial

Members who have used the Practitioner Certification Tutorial are sold on its value:

- ✓ Among the best training of its type I've ever attended. The presenter took all the fear out of the PPAQ in the first five minutes.
- ✓ Extremely well written and delivered on-line training, with very pertinent examples and a complete explanation of the Practitioner requirements!
- ✓ I very much appreciated the "I've been there" tone - never condescending but sharing experience and tips on how to approach things.
- ✓ Very good tips - especially the eight challenging competency areas.
- ✓ Very good presentation, especially for non-native speaker.
- ✓ Very useful instruction got me started on my PPAQ that I had waited too long on.



How Do I Sign Up?

APMP members that have achieved Foundation Level Certification and are ready to move on to the Practitioner Level should can sign up for the APMP Online Practitioner Certification Tutorial, which retails for \$129 USD. It is available in the APMP Store.



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APMP's Professional Certification



Congratulations for having achieved your APMP Practitioner Certification. Now, APMP Professional Certification offers you an additional opportunity to have your leadership and communications skills recognized.

To earn your APMP Professional certification, you qualify by making a significant impact in your own organization or in one of APMP's business development communities. You must document and present that impact to a panel of assessors. Every Professional Certification candidate must demonstrate superior communications skills in presenting their impact.

Following your presentation you must respond effectively to leadership-oriented questions asked by an assessor panel.

How to Select Your Impact



Your impact must represent a significant professional achievement. It must demonstrate personal commitment and initiative within the business development community. The impact must provide a sustainable improvement in areas such as: customer interaction, proposal and bid management, individual or organizational development, processes or infrastructure improvement.

The impact must be something where you were personally responsible. You must be able to demonstrate that your organization, a client's organization or the proposal profession had a quantifiable gain.

Activities associated with your day-to-day job are not considered for professional impact. Your impact must be clearly above and beyond your normal activities and assignments. If you have any questions about the appropriateness of your chosen impact check please contact APMP's Director of Certification at charlie.divine@apmp.org.

The APMP Professional Certification Format

Select a reference who knows you professionally

You will be asked to provide a professional reference who will rate you on pre-defined statements related to respond to reference questionnaire. Make sure you choose a reference who can adequately support your leadership skills.

How to Prepare Your PPIP

Prepare your Proposal Professional Impact Paper (PPIP) using the PPIP Standards and Guidelines. Your presentation is limited to 11 slides. You are expected to use graphics to contribute to the understanding of your impact. After completion of your PPIP submit it directly to the Chief Examiner, accreditation@apmp.org for assessment. The subject line should use the syntax [First Name] {Last Name} PPIP.



PPIP Presentation and Interview

After your PPIP is assessed to confirm your professional impact, you will be invited to present the impact to a panel of assessors. The presentation and interview are often done by conference call. On occasion, such as APMP's Bid & Proposal Con or other large industry events, you might be asked to present live. The assessors will evaluate your communications skills against prescribed standards during the presentation.

After your presentation, you will be asked 4 behavioral and leadership questions. These questions along with the standards for answering them will be provided to you in advance.

At the completion of the interview phase, the panel immediately convenes privately to compare evaluation scores and usually is able to confirm your result immediately.



If you have any questions about the APMP Professional Level Certification, please contact:

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Why Your Company Should Invest in APMP Certification

APMP offers the world's first, best and only industry recognized certification program for professionals working in a bid and proposal environment.

Your support of APMP certification communicates a commitment to the use of industry best practices and doing things the right way. Supporting your staff with APMP certification communicates your commitment to develop and retain them as the best in their profession.



APMP Certification Confirms Competency, Builds Confidence and Shows Commitment

Certification confirms competency

APMP Certified managers have taken the extra step to validate their business development knowledge and skills. Here are the benefits given by APMP Certified companies who tell us why APMP certification is important to their companies:

APMP Foundation Certified Managers:

- ✓ Foundation confirms that your team has the basic knowledge and understanding of correct bid and proposal best practices
- ✓ Immediately puts your team on par with your competitors who have become certified
- ✓ Provides you with a hiring baseline because it is an independent validation of knowledge

APMP Practitioner Certified Managers:

- ✓ Your APMP Practitioner Certified staff are experts and team leaders
- ✓ Your APMP Practitioner Certified team has immediate credibility with the development side of your business
- ✓ APMP Practitioner Certification can be a key factor in promotions to your senior proposal staff
- ✓ Your senior team will have more confidence with an APMP Practitioner Certified person leading the proposal team.

APMP Professional Certified Managers:

- ✓ Your APMP Professional Certified staff members are your coaches, educators, mentors and visionaries.
- ✓ Your APMP Professional Certified staff are agents for change and process improvement
- ✓ APMP Professional Certification gives your clients and partners instant confidence and credibility in our teams
- ✓ APMP Professional Certified staff demonstrates to clients your continual improvement to help them win business



APMP Certification shows your commitment

APMP Certified Bid and Proposal Managers are the high achievers and thought leaders. They demonstrate their own commitment to continued self-improvement and stay with a company longer out of loyalty and commitment.

APMP's Certification brands your bid organization as a tough competitor. APMP Certification is committed to creating value for your customers by being absolutely certain their needs are well understood and articulated in your proposed solutions.

When you specify APMP Certification, you are signaling to the job market that you are interested in talent that meets rigorous qualification and performance standards.

Through our international Certification program, we train, test and measure your staff in current best practices that will keep your customers coming back to you for more business. Your APMP Certified staff provides a tangible difference-maker to your customers.



If you have any questions about how your company can invest in APMP Certification, please contact:
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