



# CERTIFICATION

KNOWLEDGE. STANDARDS. EXCELLENCE.

[APMP.ORG](http://APMP.ORG)

# APMP CERTIFICATION

APMP Certification is the global standard for developing and demonstrating proposal management competency, offering the world's only industry-recognized certification program for bid and proposal professionals.

- Demonstrates personal commitment to your career and profession.
- Improves business development capabilities and skill sets.
- Creates a focus on best practices.
- Fosters respect and credibility among peers, clients, and organizational leaders.
- Reinforces bid and proposal management as an important role in an organization.





*“Our main commodity, essential to our credibility, is highly experienced, educated, and certified staff who provide IT and engineering support to DOD and civilian clients. We use APMP Certification as a hiring baseline to provide an independent validation of knowledge and proven Practitioner-level skills.”*

*—GILLIAN DIONNE, DIRECTOR  
HQ BUSINESS DEVELOPMENT &  
PROPOSALS, GENERAL DYNAMICS  
INFORMATION TECHNOLOGY*

*“Our executives have confidence in APMP-certified proposal managers. They are viewed as experts, coaches, educators, mentors, and visionaries.”*

—ANITA WRIGHT, MANAGER, PROPOSAL SUPPORT OPERATIONS, NORTHROP GRUMMAN

## THREE LEVELS OF APMP CERTIFICATION EXPERTISE

1 TO 3 years' experience



### Foundation Certification

Demonstrates extensive knowledge and understanding of best practices.

**CF APMP**  
**CF APMP Fellow**

3 TO 7 years' experience



### Practitioner Certification

Demonstrates mastery of how to apply best practices and lead others in their use.

**CP APMP**  
**CP APMP Fellow**

7+ years' experience



### Professional Certification

Contributes significantly to organizations and/or the profession, with proven leadership and communication skills.

**CPP APMP**  
**CPP APMP Fellow**

# APMP Foundation Certification



APMP Foundation Certification serves as the base to demonstrate extensive knowledge and understanding of more than 20 early career competencies.

## APMP Foundation Certification Delivers

- Proof that bid managers have a knowledge and understanding of the correct bid and proposal best practices.
- Evidence that an organization's bid team is more qualified than that of competitors.
- Independent validation of knowledge and a hiring baseline.

APMP Foundation Certification is assessed via a challenging one-hour, open-book, multiple-choice, 75-question pass/fail exam. Exam preparation is determined by level of experience, knowledge of best practices, and participation in training courses. APMP offers in-person training courses, printed study guides, and online resources as aids to help prepare for the APMP Foundation Level Certification exam. Candidates for APMP Foundation Certification should prepare for the exam using the APMP Foundation Study Guide and the APMP Glossary of terms. APMP Approved Training Organizations offer in-person and on-line training courses.





# APMP Practitioner Certification

APMP Practitioner Certification is for experienced proposal professionals with three or more years in the profession. APMP Practitioner Certification validates real-world mastery of more than 30 mid-career competencies and the ability to lead others in their use.

## APMP Practitioner Certification Delivers

- Independent proof that bid managers have a proven track record of leading others using bid and proposal best practices.
- Evidence that an organization's bid team is more qualified than competitors.

APMP Practitioner Certification is assessed via the 35-question Proposal Practitioner Assessment Questionnaire (PPAQ), which provides objective evidence from professional experience to substantiate a Practitioner Level application. A certified assessor evaluates the PPAQ against the Practitioner Standards and Guidelines then performs a check of the evidence and references.



## APMP Practitioner Certification Candidates Must

- Be a current APMP member who has achieved APMP Foundation Level status.
- Provide a reference who can verify experience and support a random check of the evidence supplied in the PPAQ.
- Have at least three years' experience in a bid and proposal environment.
- Prepare and submit the online PPAQ, providing evidence to substantiate experience leading with best practices.



# APMP Professional Certification

APMP Professional Certification demonstrates superior leadership and communications skills by professionals who have proven sustainable customer interaction, proposal and bid management experience, and individual or organizational development and have improved proposal processes or infrastructure, delivering a quantifiable gain to an organization or the industry.

## APMP Professional Certification Delivers

- Proof of advocacy for best practices through leadership and significant professional impact.

APMP Professional Certification includes a personal interview in which candidates defend their impact to a panel of assessors who evaluate communications skills against prescribed standards.

APMP Professional-certified representatives are eligible to serve as mentors to industry peers who are beginning their own path to APMP Certification.



# APMP Certification Levels and Exam Costs

Each APMP Certification level is assessed uniquely, based on global standards. Certified professionals maintain certification status by earning Continuing Education Units (CEUs) every 2 years. All APMP Certification study materials can be found in the APMP Store, under “Certification.”

APMP Certification Level	Next Steps	Assessment Exam Format	Investment
<b>Foundation</b>	<ol style="list-style-type: none"> <li>Access the study materials: <ul style="list-style-type: none"> <li>■ <a href="#">APMP Foundation Study Guide</a></li> <li>■ <a href="#">APMP Glossary of Terms</a></li> <li>■ <a href="#">APMP Certification Program Syllabus</a></li> </ul> </li> <li>Register for training. <ul style="list-style-type: none"> <li>■ In-person training options: Approved Training Organizations (ATOs): See the APMP Events Calendar at <a href="#">APMP.ORG</a> for upcoming sessions.</li> <li>■ Study independently online.</li> </ul> </li> <li>Take an online practice exam. <ul style="list-style-type: none"> <li>■ Try the 25 question Foundation Level sample exam.</li> </ul> </li> <li>Register to take the exam via the <a href="#">APM Group website</a>.</li> </ol>	One-hour exam: <ul style="list-style-type: none"> <li>■ Open-book</li> <li>■ Multiple-choice</li> <li>■ 75 questions</li> <li>■ Pass/fail</li> </ul>	\$400 USD*
<b>Practitioner</b>	<ol style="list-style-type: none"> <li>Access the <a href="#">How to Prepare Your Proposal Practitioner Assessment Questionnaire (PPAQ)</a> tutorial. <ul style="list-style-type: none"> <li>■ Ten detailed chapters outline the process.</li> </ul> </li> </ol>	Assessment of documented experience through essay questions (no time limit)	\$600 USD*
<b>Professional</b>	<ol style="list-style-type: none"> <li>Prepare a personal impact statement.</li> <li>Submit a personal reference.</li> <li>Deliver a Proposal Professional Impact Presentation (PPIP).</li> <li>Participate in a personal interview.</li> </ol>	Assessment of impact presentation, leadership skills, and communication in an interview setting	\$850 USD

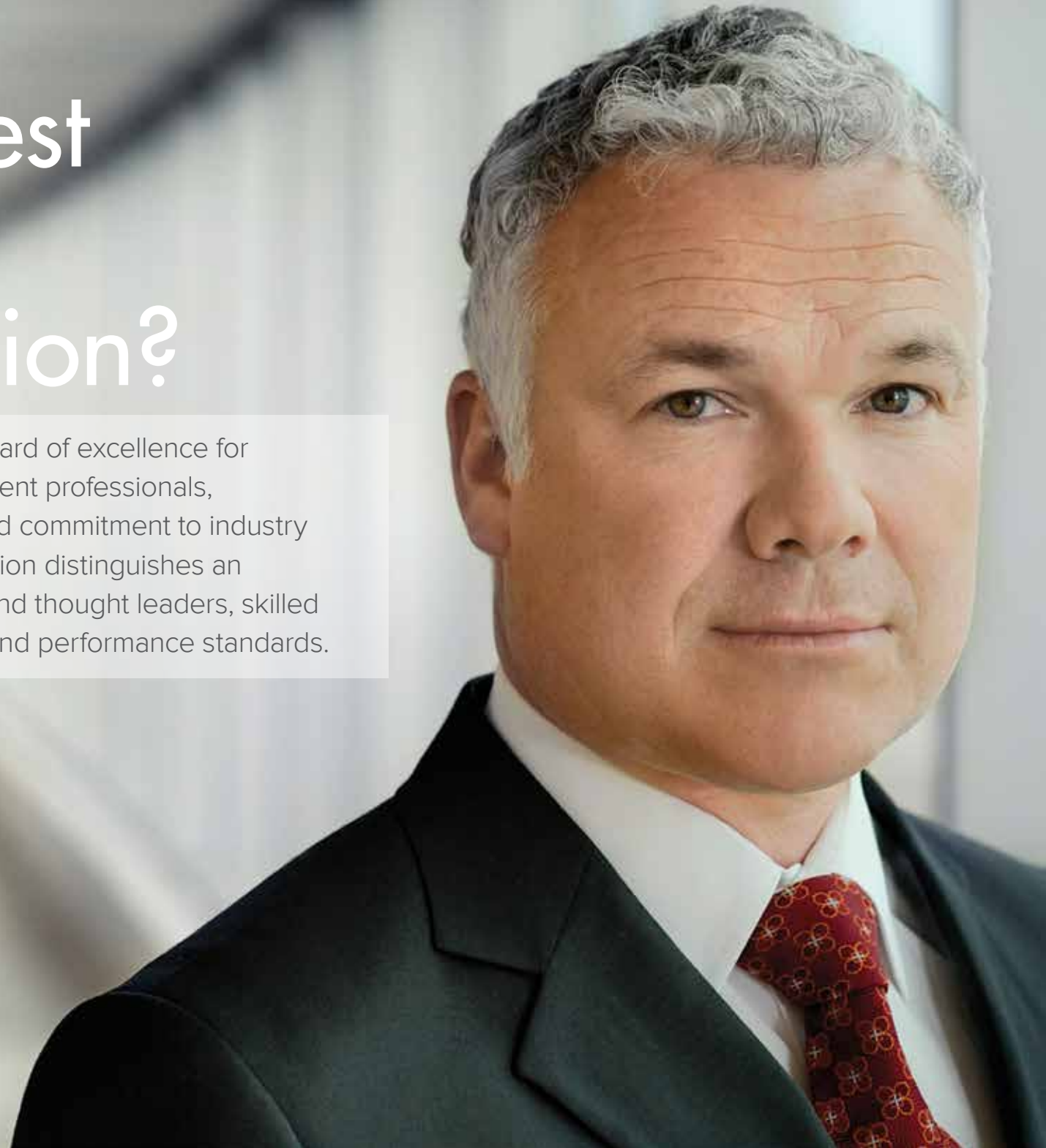
\* Does not include in-person or online prep courses offered by APMP and APMP's ATOs.

APMP's Approved Training Organizations (ATOs) offer a variety of training resources to guide you through the experience.

ATO Name	Self-Paced e-Learning	In-Person Workshops and Webinars	Contact Link
 BID SERVICES	—	Yes	<a href="http://www.bidservices.ie">www.bidservices.ie</a>
 BidWrite BETTER TENDERS	—	Yes	<a href="https://bidwrite.com.au/">https://bidwrite.com.au/</a>
 CSK Management	Yes	Yes	<a href="http://www.cskmanagement.com">www.cskmanagement.com</a>
 LOHFELD CONSULTING	—	Yes	<a href="http://www.lohfeldconsulting.com">www.lohfeldconsulting.com</a>
 novare consulting	—	Yes	<a href="http://www.novareconsulting.com">www.novareconsulting.com</a>
 Shipleys Associates <small>Located in the U.S.A.</small>	Yes	Yes	<a href="http://www.shipleyswins.com/training-elearn.php">www.shipleyswins.com/ training-elearn.php</a>
 Shipleys <small>Located in the U.K.</small>	—	Yes	<a href="http://www.shipleyswins.co.uk/services/training">www.shipleyswins.co.uk/ services/training</a>
 Sixfold INTERNATIONAL	—	Yes	<a href="http://www.sixfold.biz">http://www.sixfold.biz</a>
StrategicProposals	—	Yes	<a href="http://www.strategicproposals.com">www.strategicproposals.com</a>
 WaterLily WRITING	—	Yes	<a href="http://www.waterlilywriting.com">www.waterlilywriting.com</a>

# Why Invest in APMP Certification?

APMP Certification is the standard of excellence for the world's proposal management professionals, demonstrating competency and commitment to industry best practices. APMP Certification distinguishes an organization's high achievers and thought leaders, skilled to meet rigorous qualification and performance standards.





**Let APMP help you evaluate  
and develop a personalized  
Certification path.**

*“APMP Certification, from early preparation for the Foundation exam through the Professional interview, has been a great experience. The APMP process forces you to stop and evaluate what you’ve done in the past, considering how that has worked, how you can improve, and how you can be better within our profession.”*

—PEGGY DUFOUR, MANAGER,  
RESTON PROPOSAL CENTER, BECHTEL NATIONAL, INC.

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