



## APMP Certification Improves Your Company's BD Capabilities

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. Including APMP's Certification Program in your teams professional development plans emphasizes your organization's use of industry best practices in business development pursuits.

Your support of APMP's Certification communicates a commitment to the use of industry best practices and doing things the right way. Employees recognize a compelling promise that clearly 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 is what other leaders say each level of APMP Certification:

#### Foundation Certified Managers:

- ✓ Foundation confirms knowledge and understanding of the right way to do proposals
- ✓ Set my team on par with other professions
- ✓ Provides a hiring baseline - an independent validation of knowledge

#### Practitioner Certified Managers:

- ✓ Our Practitioners are the experts and team leaders
- ✓ Provide credibility with the *development* side of the house
- ✓ Practitioner certification is key factor in promotions to senior proposal positions
- ✓ Senior management is beginning to notice the difference. They no longer are happy with just *anybody* leading a proposal
- ✓ Our Goal is to be 100% Practitioner accredited

#### *Professional Certified Managers*

- Professionals are our coaches, educators, mentors and visionaries.
- Professionals are agents for change and process improvement
- Professional Accreditation gives our clients and partners more confidence in our teams
- It's one way we demonstrate to clients we are continually improving our capability help them win business



## APMP Certification Improves Your Company's BD Capabilities

### *Certification means confidence*

Confidence proposals and bids will focus on solving customers real needs not just reciting your organizations capabilities.

Confidence your management team will have the information to make informed decisions about investing time and money in potential bids.

Confidence lessons from past pursuits will be learned and used to improve the quality of future pursuits.

Confidence the core competencies to build effective individual and organizational capabilities are understood and applied.

Confidence bid processes will be well defined and repeatable with appropriate visibility and feedback for management.

Confidence the key infrastructure tools for proposal development support such as reusable content, team collaboration, proposal planning, production support and communications will be online and appropriate.

### *Certification shows commitment*

APMP Certified Bid and Proposal Managers are the high achievers and thought leaders. They demonstrate their own commitment to continued self-improvement.

APMP Certification brands your bid organization as a tough competitor. One who 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.

Your support of APMP Certification communicates a strong mission, organization values and character to employees, resulting in a compelling promise that clearly communicates your commitment to develop and retain them as the best in their profession.

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. It will also give your company a framework to follow to strengthen the professional development of your staff.

For more information, contact [AccreditationDirector@apmp.org](mailto:AccreditationDirector@apmp.org).