

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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