



CERTIFICATION

KNOWLEDGE. STANDARDS. EXCELLENCE.

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 organisational leaders.
- Reinforces bid and proposal management as an important role in an organisation.





“APMP Certification has provided a common lexicon and understanding of the tools and processes involved in business winning across our geographies. Achieving different levels of APMP certification allows our bid teams to collaborate quickly and ‘hit the ground running’ on large and complex opportunities. It provides our Strategic Pursuit Group and Bid Community with a defined career development path, which increases customer focus and impacts positively on our win and capture rates. APMP Certification has significantly raised professional recognition of our Sales Executives and those involved in business winning.”

—PETER THOMAS
SVP WORLDWIDE SALES OPERATIONS
UNIFY ENTERPRISE
COMMUNICATIONS LTDY

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

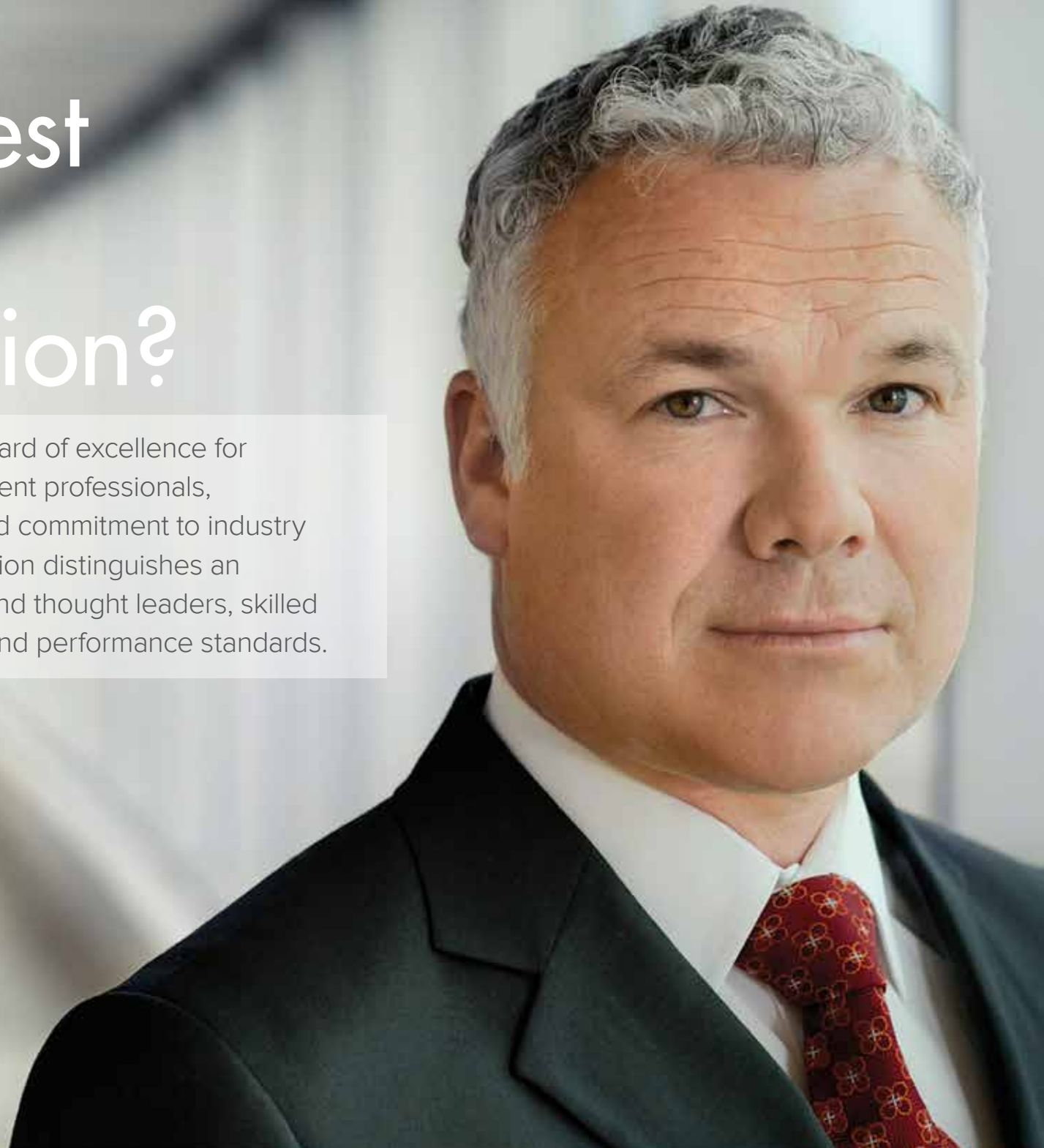
* Does not include in-person or online prep courses offered by APMP and APMP's ATOs.

APMP's Approved Training Organisations (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	www.bidservices.ie
 BETTER TENDERS	—	Yes	https://bidwrite.com.au/
 CSK Management	Yes	Yes	www.cskmanagement.com
 LOHFELD CONSULTING	—	Yes	www.lohfeldconsulting.com
 novare consulting	—	Yes	www.novareconsulting.com
 Shipleys Associates <small>Located in the U.S.A.</small>	Yes	Yes	www.shipleyswins.com/training-elearn.php
 Shipleys <small>Located in the U.K.</small>	—	Yes	www.shipleyswins.co.uk/services/training
 Sixfold INTERNATIONAL	—	Yes	http://www.sixfold.biz
StrategicProposals	—	Yes	www.strategicproposals.com
 WaterLily WRITING	—	Yes	www.waterlilywriting.com

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 organisation'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.

Contact

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