



THE APMP CERTIFICATION PROGRAM

The worldwide benchmark for proficiency in bid and proposal management and the sole industry-recognized certification program globally.

APMP certifications are a must-have in your arsenal for industry success.

'Why Should I Be APMP-Certified?'

Validation of your skills

Know your stuff when it comes to bids and proposals? Why let people take your word for it when you could give them **solid proof that your prowess is officially recognized** by the foremost bid and proposal association in the world?

In a recent APMP LinkedIn poll, APMP members said their **#1 reason** for taking our certifications was because our certifications gave them **credibility in the industry** and in their organizations.



APMP 
19,288 followers

What was/would be your #1 reason for obtaining an APMP certification?

Increase in your salary	13%
Industry/company credibility	58%
Boost your self confidence	13%
Stay ahead of your competition	17%

Gain respect from your peers

Ever had a conversation with someone who thought they knew more about your job than you did even though they'd **never worked in bids and proposals**? A lack of an established educational route to the profession can sometimes contribute to your role being **undervalued** within organizations and your professional network as a whole.

An APMP certification can establish yourself as an authority on your profession and command the **respect and credibility that you deserve**.

Level up your career

Our 2022/2023 Compensation Report found that Proposal Managers with our certifications earned **\$32,000 more, on average, than those without certification**. And Proposal Directors with professional certification earned an average **\$50,000 more than those without certification**. Certification can **supercharge your earning potential** and give you a leg up in career advancement.



A recent study by Coursera of more than 1,200 employers across the globe indicated that employers are, on average, 72% more likely to hire a candidate with a relevant micro-certification!

Increase your job prospects

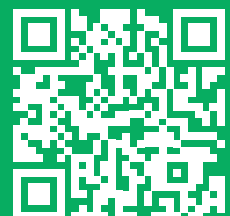
Professional certifications have a reputation for improving job prospects. In a study by HR.com, **100%** of their survey respondents agreed that **industry certifications are preferred during the hiring process**, whether new hire or internal employee placement. In fact, some employers are now making APMP certifications a **hiring pre-requisite**, meaning that **not achieving one could leave an ever-more glaring gap** on your resume. A certification is the best way to ensure you're set on a path to get ahead instead of falling behind.

Upskill your workforce

We all know that being in a leadership position is about more than just being good at your own job, it's about ensuring your team is best-placed to achieve those goals and targets you're setting.

Micro-certifications are an invaluable tool in the leader's toolbox – perfectly suited for accelerating the upskilling of your team members, supporting standardisation of practice across your function, and filling any skills gaps.

Join our distinguished certified community and gain a world-class certification you can leverage to take the industry by storm. Visit www.apmp.org/certification, or scan the QR code, to view our certification options, or contact our Director of Certification kimberly.kissel@apmp.org for more information.



Tickets to success no matter where you are in your career!

APMP Signature Certifications



Newer to the industry? Don't let your comparative lack of experience get in your way! Our **Foundation Certification** lets you harness our decades of experience as your own, streamlining your professional journey and showing the industry that you're one to watch.



Have a bit more experience? Our **Practitioner Certifications** give you industry-recognized validation on your competency, experience and established position in the industry. As you begin to really find your feet in your career, this certification can push you further on your upward trajectory.



Bid and proposal veteran? Our **Professional Certification** lets you clearly demonstrate the significant impact you have had and contributions you have made to your profession. This certification establishes you as an APMP-approved thought leader, industry champion and one of the best bid and proposal professionals out there.

APMP Micro-Certifications



The APMP **Executive Summaries Micro-Certification** validates that you understand the best practices, recent trends, common pitfalls and misconceptions when creating Executive Summaries.



The APMP **Bid & Proposal Writing Micro-Certification** validates that you understand the best practices surrounding the required deliverables and how to ensure a customer focus when managing Bids & Proposals.



The APMP **Graphics Micro-Certification** validates that you understand the essential skills required to create impactful and effective graphics for Bids & Proposals.



The APMP **Competitive Price To Win Micro-Certification** validates that you understand how to support a bid and proposal team with regards to developing a Competitive Price To Win assessment.

Did you know
Employers say that
micro-certifications:

