You Can Do It! Become a CPSM!

WELCOME

SMPS Seattle
IN THIS SESSION

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WHY CPSM?

“Candidates who apply for the CPSM designation are taking their first step toward joining a distinguished group of professionals who have made a commitment to excellence in career advancement and to an ongoing pursuit of knowledge. The CPSM examination is intended to test the knowledge of those individuals involved in marketing or business development for firms providing professional services.”
BENEFITS

• Improved ability to compete in the job market.
• Enhanced credibility as a professional.
• Potential for increased compensation and benefits.
• Increased skills of practice and related disciplines.
• Comradery with fellow CPSMs.
GENERAL INFORMATION

Eligibility Requirements
Candidates must meet the following requirements to be eligible to take the CPSM examination:

• A bachelor’s degree or higher plus four years of experience in marketing or business development for firms providing professional services, or

• An associate’s degree plus six years of experience in marketing or business development for firms providing professional services, or

• Without a degree, eight years of experience in marketing or business development for firms providing professional services

• A pledge to abide by the CPSM Code of Ethics
APPLICATION PROCESS

The test is administered by PTC (Professional Testing Corporation)

The application can be found on Professional Testing Corporation’s website https://ptcny.com/test-sponsors/smps/

1. Complete the online application, upload copy of degree or transcript and pay the fees.

2. You have 1 year from application approval to take the exam.
APPLICATION PROCESS

There is an Application Fee of $245 for SMPS Members for the Exam.*

Additionally, there is an Exam fee of $275 and a Retest Fee of $275 (if necessary).

BUT GOOD NEWS!
SMPS Seattle is currently offering CPSM Scholarships for the next 10 people who pass the Exam. After receipt of successful score, your $275 Exam Fee will be reimbursed.

*No refunds given on Application Fee
TEST ADMINISTRATION

Test is available to take at locations in: Bellevue, Everett, Federal Way, Tacoma & Olympia.

Administered on a Daily Basis

A Testing Software Tutorial can be viewed online. This online Testing Software Tutorial can give you an idea about the features of the testing software. Go to http://www.ptcny.com/cbt/demo.

75% percent score or higher to pass out of 150 questions. (3 hours)
PREPARING FOR THE EXAM

• MARKENDIUM (Seattle Chapter has 3 sets to Borrow)
• Past Study Guides and Practice Exams
• Quizlet (Search “SMPS CPSM”)
• Quarterly Study Groups – Register on SMPSSeattle.com
• Monthly Study Groups – Register on SMPSSeattle.com (virtual)
EXAM CONTENT

Domain 1: Marketing Research: 13%

Domain 2: Marketing Planning: 18%

Domain 3: Client & Business Development: 20%

Domain 4: Proposals: 18%

Domain 5: Promotional Activity: 13%

Domain 6: Management: 18%
SAMPLE QUESTION – DOMAIN 1

Primary research is:

a. conducted before other types of research
b. easier to conduct and less expensive than secondary research
c. original research that you conduct or hire someone to conduct
d. better for gathering factual data than secondary research
SAMPLE QUESTION – DOMAIN 2

Labor or staff costs account for what percentage of a marketing budget?

a. 30 to 45%
b. 40 to 50%
c. 50 to 70%
d. 60 to 80%
SAMPLE QUESTION – DOMAIN 3

Cross-selling is defined as providing new services to:

a. a new client
b. a new market
c. an existing client
d. an existing market
SAMPLE QUESTION – DOMAIN 4

Before committing substantial company resources to respond to an RFP, a marketing professional must first understand:

a. the cost of the competitive process
b. the schedule and staffing requirements of the proposed project
c. the client profile
d. whether the proposed project is a desirable one for the firm
SAMPLE QUESTION – DOMAIN 5

A firm's corporate identity program can be most widely applied using:

a. name recognition
b. presentation materials
c. graphics standards
d. visual images
SAMPLE QUESTION – DOMAIN 6

An effective coaching and mentoring program will increase a firm’s:

a. number of principals
b. billable hours
c. long-term profitability
d. short-term profitability
FROM THE NEWSLETTER!

Marketing ROI is most meaningful when measured:

a. quarterly
b. annually
c. every 5 years
d. over a period of 2 to 3 years
FROM THE NEWSLETTER!

Which of the following is the critical first step in communication planning?

a. Self-Analysis  
b. Tactical Analysis 
c. Delivery mechanism selection 
d. Development of a clear and compelling message.

RPEME  
Risky Pirates Eat Moldy Eggs  
Research Planning Execute Measure Evaluate
STUDY FOR YOUR CPSM EXAM WITH US!

To Join the Groups:
Email Gail Kinner
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#SMPSSeattle

Learn more: smpsseattle.org