

Certified A/E/C Marketers: Increasing Value for Their Firms

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What do architectural, engineering, construction, planning, interior design and environmental firms all look for in a marketing professional? They look for marketers who are committed and loyal, who are proud to work in their industry, who serve their firms and their communities, and who demonstrate excellence in all areas of the marketing profession.

Now there is a guaranteed way to find this kind of marketer: by hiring or growing a Certified Professional Services Marketer (CPSM). SMPS offers a test-based certification program, providing firms seeking superior marketing professionals a benchmark for measuring candidates.

Earning the CPSM designation is not easy. In order to qualify for the examination, a candidate must have a minimum eight years' combined experience in marketing (built or natural environments) and post-secondary education, for example, a BA degree plus four years experience. The rigorous certification examination assesses the candidate's skills and knowledge of the six major domains of professional services marketing, which include:

- 1) Market Research
- 2) Marketing Plans
- 3) Client and Business Development
- 4) SOOs and Proposals
- 5) Promotional Activity
- 6) Information, Resource and Organizational Management

In addition, the candidates must agree to abide by the CPSM Code of Ethics and are required to accrue 50 CEU hours every three years in order to maintain their designation.

A firm who hires or grows a CPSM will benefit from the standards of professional excellence demonstrated by every CPSM, including:

Commitment. By investing the time and energy necessary to earn the designation, a CPSM has proven their commitment to marketing in this industry. A firm that hires or grows a CPSM will not lose their marketer to another industry.

Pride. A CPSM is proud of their industry. A firm that hires or grows a CPSM has an enthusiastic marketer.

Service. A CPSM understands that service to their firm and to their community go hand in hand. A firm that hires or grows a CPSM will have a socially responsible marketer.

Marketing. A CPSM has demonstrated their proficiency by passing an extensive examination process. A firm that hires or grows a CPSM will have a knowledgeable marketer.

Your firm can increase the value of your marketing efforts by hiring or growing your own CPSM. Check out www.smeps.org/certification for specific information on the SMPS CPSM program.