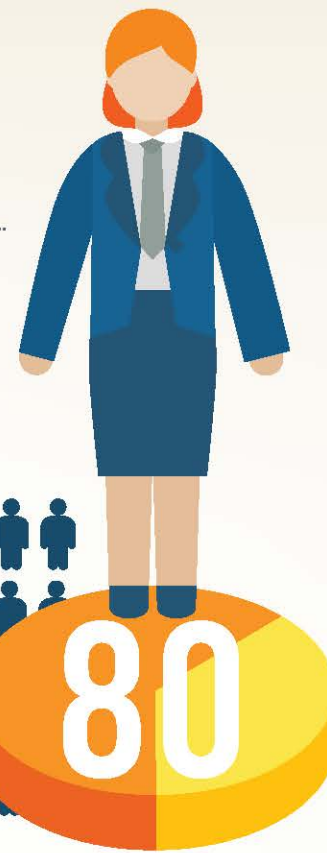


THE VALUE OF BEING A CPSM

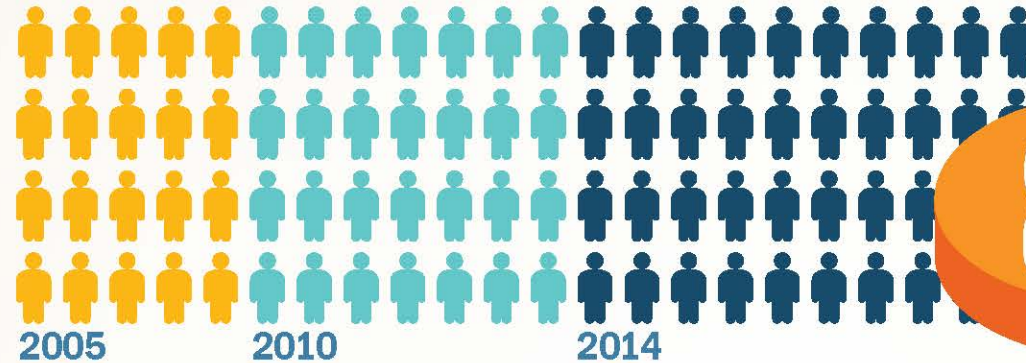
SMPS, a recognized leader in education for marketing professional services, offers a credential that recognizes marketing expertise:

Certified Professional Services Marketer (CPSM).



CPSM GROWTH

The CPSM has gained momentum since its inception in 1999. On average, SMPS has certified 80 new CPSMs each year.

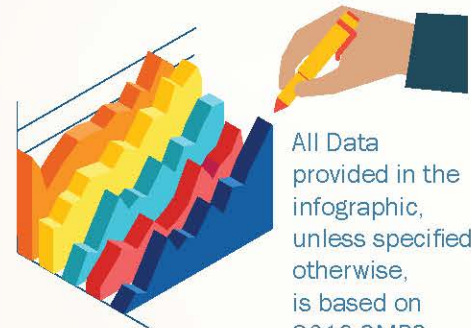


COMPENSATION

30% SALARY On average, CPSMs make MORE in salary over their non-certified counterparts.

On average, CPSMs make MORE in bonuses over their non-certified counterparts.

78% BONUS



All Data provided in the infographic, unless specified otherwise, is based on 2013 SMPS Marketing Compensation and Metrics Survey, and the 2015 Value of CPSM Survey.

DIRECT BENEFITS



Firm recognition and better access to educational opportunities were cited as some of the most significant direct benefits of the designation.

35% **59%** **64%** **79%**

RESPECT FROM TECH STAFF PERSONAL PRESTIGE INCREASED CONFIDENCE PEER RECOGNITION

Increased confidence and peer recognition ranked high amongst the indirect benefits stemming from CPSM designation.

INDIRECT BENEFITS

RECERTIFICATION

90%

The percentage of CPSM respondents to a 2015 CPSM Survey who intend to recertify.



PASSING RATE

The CPSM exam with its nearly 60% passing rate ranks equally among some of the most highly recognized accreditations/licensures.



Pass rates are estimated and taken from industry websites.



The **Society for Marketing Professional Services (SMPS)** is the only marketing organization dedicated to creating business opportunities in the A/E/C industry. SMPS represents a dynamic network of 6,000+ marketing and business development professionals working to secure profitable business relationships for their design and building companies.

For more info: smps.org