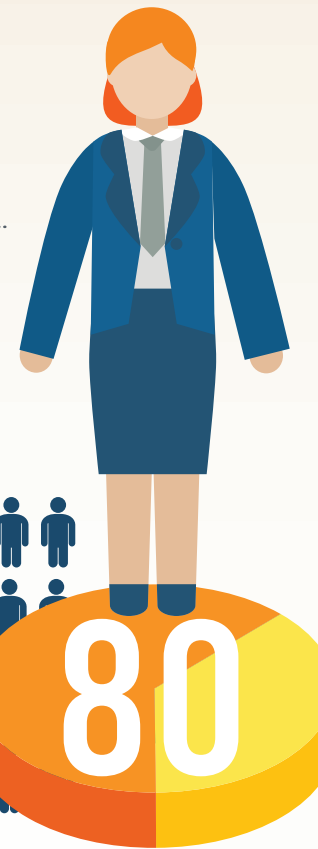


# THE VALUE OF BEING A CPSM

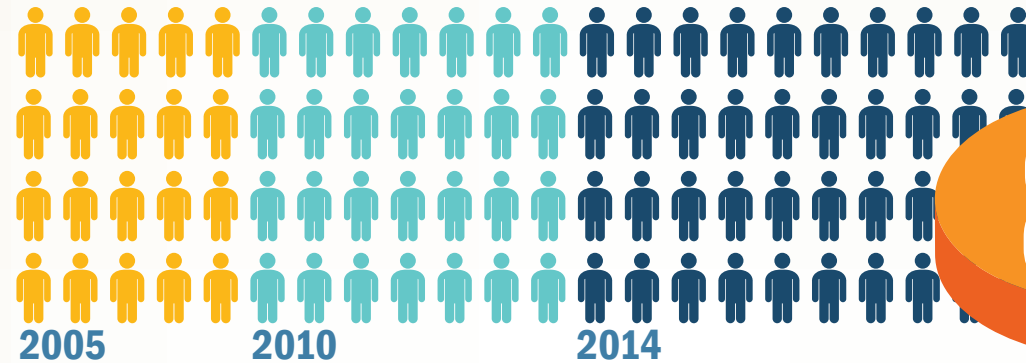
SMPS, a recognized leader in education for marketing professional services, offers a credential that recognizes marketing expertise:

**Certified Professional Services Marketer (CPSM).**



## CPSM GROWTH

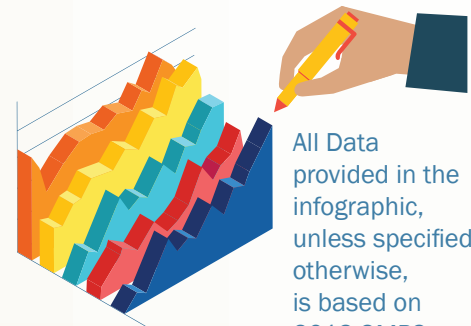
The CPSM has gained momentum since its inception in 1999. On average, SMPS has certified 80 new CPSMs each year.



## 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.

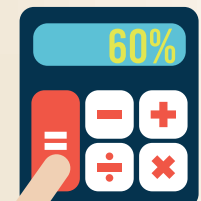


## PASSING RATE

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](http://smps.org)