

Op/Ed: What does CPSM certification do for me?

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“Certification is the time-tested means of measuring a professional’s credentials. It sets the standard...”

Someone recently asked me “What the CPSM certification does for my firm – what benefit does my firm receive beyond my professional development – which doesn’t require certification?”

Over the years, we in A/E/C marketing have faced an uphill battle ... for professional validation. I think the critical word here is *professional*.

In the A/E/C market, we as marketers stress our firm’s *professional* experience. Our staff of *professionals*. Our industry places such a significant emphasis on personnel having professional registrations and recognizing through certifications such as Professional Engineer, Registered Architect, Professional Land Surveyor, Certified Construction Manager, NICET, etc., individual knowledge and experience that meet established practices. The registrations and certifications validate one’s knowledge of a subject.

In our firms, we have CPAs doing the accounting; PEs doing the engineering; RAs doing architectural design ... why not CPSM’s managing the marketing? Professional certifications demonstrate the level of knowledge and experience of both technical and non-technical staff.

SMPS created the Certified Professional Services Marketer to recognize an individual who has met a rigorous standard of experience and expertise in marketing professional services and has demonstrated their knowledge of the practice and related disciplines through a thorough examination of marketing competency. Therefore, if your marketing staff are Certified Professional Services Marketers, they have achieved a level of distinction among other professional marketers in the industry.

Everyone should be allowed to excel in their chosen profession. And although I might not bring in “billable hours,” it’s my professional experience, knowledge and skills that helps bring in work.