



APMP Professional Certification
Candidate Guidance

Amendment history

Version	Date	Detail
Version 1.0	September 2019	Baseline document
Version 1.3	N/A	Capture Practitioner added as a pre-requisite for Professional
Version 1.4	N/A	Clarification to submit PPIP direct to Chief Examiner
Version 1.5	N/A	Update of wait period to re-apply for the Professional Level
Version 1.6	N/A	Update to guidance on submitting PPIP
Version 1.7	19/09/2025	Update logo and combining guidance

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STAGE 1: PROPOSAL PROFESSIONAL IMPACT PAPER (PPIP)

INTRODUCTION

There is no exam for the APMP Professional Certification, instead candidates complete a Proposal Professional Impact Paper (PPIP), providing evidence of having made a significant impact on your organization and/or the bid and proposals profession. Your PPIP will then be assessed, upon successful assessment you then participate in a 45-minute interview to discuss your PPIP.

The purpose of the PPIP is to establish your firm claim for the significant impact that you have made in the proposals profession. APMP have defined 'impact' as:

Demonstrating advocacy of best practices achieved through leadership and communication

APMP Professional Certification is highly regarded, since you must demonstrate significant thought leadership or innovation within your organization or the profession.

PRE-REQUISITES

- APMP Membership
- The APMP Practitioner or Capture Practitioner certificate.
- A minimum of seven years' experience in a bid and proposals environment.
- A reference of your choice - who will be asked to rate you on competencies in managing and motivating others.

BEFORE YOU BEGIN

You should review the APMP Professional Candidate Guidance document. You should also reference the following supporting documentation:

- APMP Proposal Professional Impact Paper Template
- APMP CV Template
- APMP Professional Impact Self Scoring Matrix
- APMP-Professional-Reference-Questionnaire

You can access all the documentation from the [APMG-International APMP Product Page](#), and begin preparing your PPIP at any time.

PREPARING YOUR PPIP

You should create your PPIP in line with the APMP Proposal Professional Impact Paper Template.

Using the template you must document your impact and consider the following criteria on which you will be assessed:

- Followed the APMP Proposal Professional Impact Paper Template
- Impact - what was achieved, over what time and who was affected, is described in the Summary
- Impact - identified senior stakeholder engagement throughout
- A timeline for tasks and activities
- Tasks have clearly aligned activities
- Tasks and activities are specific
- Contains quantitative and/or qualitative results
- Describe how results were measured
- Describes how the results have been made sustainable
- Continual Professional Development (CPD) Plan has a timeline and activities are specific
- Slides have a good balance of text and graphics
- Graphics have meaningful action captions

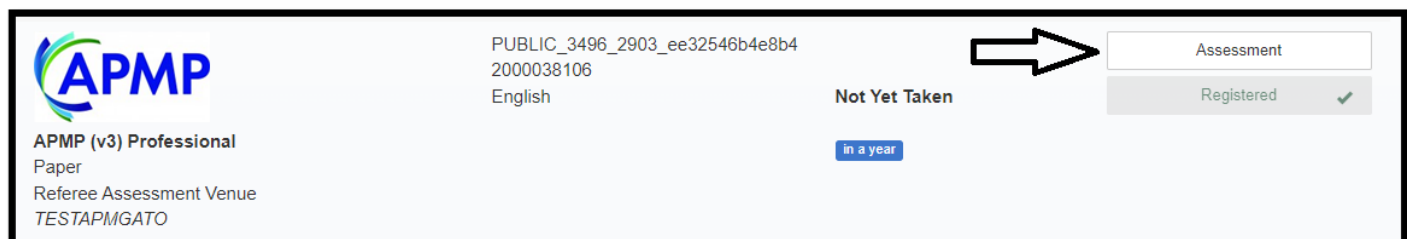
For further information on the best practices that APMP will assess your slide design against please review the following BoK Chapters: Developing and Delivering Presentations and Graphics and Action Captions.

SUBMITTING YOUR PPIP, BOOKING YOUR ASSESSMENT & INTERVIEW

Candidates can **purchase the APMP Professional assessment** from the [APMG-International Public Exams portal](#).

- ✓ Add to your basket, complete your details, complete payment
- ✓ You will receive an email titled 'ACTION REQUIRED: Registration for assessment required'
- ✓ **Register to the APMG Candidate Portal** (a link will be supplied in your email)
- ✓ Download the Assessment templates
- ✓ Upload your completed assessment files
- ✓ Submit for assessment!

To download the Assessment templates in [the Candidate Portal](#), you should now see the option 'Assessment', select this:



The screenshot shows the APMP (v3) Professional Paper Referee Assessment Venue interface. On the left, the APMP logo and text 'APMP (v3) Professional Paper Referee Assessment Venue TESTAPMGATO' are visible. In the center, there is a text box containing 'PUBLIC_3496_2903_ee32546b4e8b4 2000038106 English' and a button labeled 'Not Yet Taken' with a sub-label 'in a year'. On the right, there is a table with two rows: 'Assessment' and 'Registered'. The 'Registered' row is highlighted and has a green checkmark next to it. A large black arrow points from the 'Not Yet Taken' button towards the 'Assessment' row.

You'll then see the templates for the:

- APMP Professional Impact Paper (PPIP)
- CV

- Reference Questionnaire

Please download all, or use an existing CV.

To upload your completed assessment files:

- Select **'Choose File'**, choose the relevant file from your device
 - When in file explorer, remember to filter by 'All files'
- Select **'Upload'**
- The page will refresh and the **uploaded file name will display**
 - You can also download if you wish to check the file
- Repeat** for each document

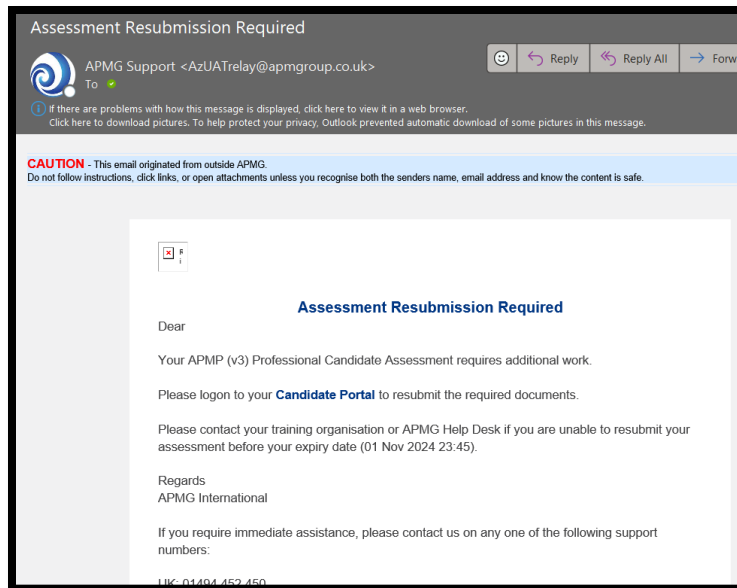
Assessment Files

Template/Instructions	APMP Professional CV Template.docx	
	Download	
Already submitted version	APMP Professional CV Template.docx	Download ← C
Upload your file	<p>You can upload a version of your file as many times as you like until you submit your assessment for marking. Your new version will replace the previous one.</p>	
A →	<input type="button" value="Choose File"/> No file chosen	
	<input type="button" value="Upload"/> ← B	

To submit your completed files for assessment, select 'Submit for Assessment'.



At this point APMG will receive your assessment documentation, ensure its completed and that you mee the pre-requisite criteria. If the documentation is **not** complete, or you don't meet the criteria, you will receive an email detailing the reason from operationsuk@apmgroup.co.uk & an automated email advising you to resubmit via the candidate portal:



The assessor will reach out via the email detailed on your CV to confirm receipt of assessment documentation. At this stage they can begin their assessment.

The assessor should respond with initial result of the PPIP assessment within 4 weeks of receipt of the completed documentation. To pass, candidate must achieve a minimum of 41 marks out of 48 (approx. 85%).

The assessor will contact you following the assessment to advise either:

- Your PPIP meet the required APMP Standards, and to arrange your Professional Interview. OR;
- Your PPIP does **not** meet the required APMP Standards, a first deferral will include the assessment scoring so that you can complete a 2nd submission.
 - o If after the 2nd submission you meet the standards, the assessor will arrange your Professional Interview
 - o If after the 2nd submission you do **not** meet the standards, your assessment will be classified as a fail. You can apply again when you are ready.

If submissions are deferred, after resubmittal the assessor should complete the reassessment and confirm result within 4 weeks of receipt. Candidates have up to 12 months from original booking date to resubmit, Any further delay may mean the booking has expired and the candidate should reach out to customerservice@apmgroup.com.

Once the initial PPIP assessment submission is passed, the Professional Interview date should be planned within 4 weeks of the pass date. (Dependent on availability)

Following the interview the assessor will advise either:

- Your interview has met the APMP Standards, and you have passed your APMP Professional Certification. OR;
- Your interview has **not** met the APMP Standards, a first deferral will include the assessment scoring for the presentation and interview. You will either present your PPIP again and/ or answer some alternative competency-based questions.

- If after the 2nd submission you meet the standards, confirmation of pass
- If after the 2nd submission you do **not** meet the standards, your assessment will be classified as a fail. You can apply again when you are ready.

Once the result is confirmed, APMG will then process the result and you will receive an email notifying you of your result, Pass or Fail.

If you have passed you will be prompted to login to the candidate portal, from which you can obtain your Digital badge and Certificate.

- [Digital Badge and e-Certificate Instructions](#)

If you have failed, we encourage you to apply again once you feel ready.

- [APMP - WHAT HAPPENS IF YOU FAIL?](#)

PPIP SELF SCORING GUIDANCE

The APMP Professional Impact Self Scoring Matrix should be used in combination with the APMP Body of Knowledge to support your preparation for the PPIP submission. Both tools can be used to help you self-assess whether your PPIP is ready for submission.

Since your Leadership and Communication competencies are being tested at this level, you are not expected to require any additional help. The APMP assessors are not allowed to act as Mentors. Should you wish to test your impact and or slide presentation, then it is up to you as a leader, applying to be recognized at the highest APMP level of certification to find others to provide feedback.

The APMP Assessors will be using the same criteria to assess your slides once you formerly submit them. For it to be of the most use, score yourself honestly, and after you have developed your slide-set.

STAGE 2: PROFESSIONAL INTERVIEW

The Professional Interview will be conducted by two APMP approved assessors.

Assessors carry out Professional Certification interviews at a suitable time for all parties considering time zones, this will often be a Monday or Friday. The interview will be a maximum of 1 hour. You are allowed 1 deferral.

The interview will consist of:

- Your 20 minute presentation of the PPIP PowerPoint slides
- Competency-interview based on questions that you need to answer following your presentation.
 - o *You will be pre-notified of the questions and given a minimum of 5 days to prepare your answers before the interview.*

For the presentation, a minimum of 31 out of 36 is required to pass.

For the Competency-based interview, a minimum of 17 out of 20 is required to pass.

WHAT CRITERIA IS THE PRESENTATION MARKED AGAINST?

ReqNo:	Requirement	Assessment Standard
1	Leading impact improvement	<ul style="list-style-type: none"> • Score 1 – no clear description of how the impact has been led is provided • Score 2 - how the impact has been led is implied but not explicitly described • Score 3 - how the impact has been led is largely described • Score 4 - how the impact has been led is demonstrated in full throughout the presentation
2	Direct engagement and communication with senior stakeholders throughout the impact	<ul style="list-style-type: none"> • Score 1 – no clear description of how direct engagement and communication with senior stakeholders throughout the impact is provided • Score 2 – how direct engagement and communication with senior stakeholders throughout the impact is implied but not explicitly described • Score 3 - how direct engagement and communication with senior stakeholders throughout the impact is largely described • Score 4 - how direct engagement and communication with senior stakeholders throughout the impact is demonstrated in full throughout the presentation
3	Direct engagement and communication with additional stakeholders throughout the impact	<ul style="list-style-type: none"> • Score 1 – no clear description of how direct engagement and communication with the additional stakeholders is provided • Score 2 - how direct engagement and communication with the additional stakeholders is implied but not explicitly described • Score 3 - how direct engagement and communication with the additional stakeholders is largely described

ReqNo:	Requirement	Assessment Standard
		<ul style="list-style-type: none"> Score 4 - how direct engagement and communication with the additional stakeholders is demonstrated in full throughout the presentation
4	Deadline or milestone review management	<ul style="list-style-type: none"> Score 1 – no clear description of how deadlines or milestone reviews have been managed throughout the impact is provided Score 2 - how deadlines or milestone reviews have been managed throughout impact is implied but not explicitly described Score 3 - how deadlines or milestone reviews have been managed throughout impact is largely described Score 4 – how deadlines or milestone reviews have been managed throughout the presentation
5	Management and methods of regular communication to all affected	<ul style="list-style-type: none"> Score 1 – no clear description of how regular communication has been managed or the methods used described. Score 2 - how regular communication has been managed or the methods used are implied but not explicitly described Score 3 - how regular communication has been managed or the methods used described has been largely described Score 4 - how regular communication has been managed or the methods used described is demonstrated in full throughout the presentation
6	Monitoring of progress	<ul style="list-style-type: none"> Score 1 – no clear description of how progress has been monitored during the impact is provided Score 2 - how progress has been monitored during the impact is implied but not explicitly described Score 3 - how progress has been monitored during the impact is largely described Score 4 - how progress has been monitored during the the impact is demonstrated in full throughout the presentation
7	Monitoring, measuring and applying improvements in the future	<ul style="list-style-type: none"> Score 1 – no clear description of how monitoring, measuring and applying improvements in the future has been provided Score 2 how monitoring, measuring and applying improvements in the future has been implied but not explicitly described Score 3 - how monitoring, measuring and applying improvements in the future is largely described Score 4 - how monitoring, measuring and applying improvements in the future has been demonstrated in full throughout the presentation
8	Delivered in the 20 minute timeframe	<ul style="list-style-type: none"> Score 0 – 5 minutes or more overtime Score 2 – 2 minutes or less overtime Score 4 – On time

ReqNo:	Requirement	Assessment Standard
9	Engaging and interesting throughout the presentation	<ul style="list-style-type: none"> • Score 1 – where presentation style was rambling • Score 2 - Where presentation was interesting but not engaging • Score 4 where presentation was interesting and engaging

WHAT IS A COMPETENCY-BASED INTERVIEW?

A competency-based interview is a structured series of questions aimed at obtaining behavioral information against specific bid-related competencies that have been defined by the APMP®. Competency in this context is a type of behavior found to be relevant to the role expected of a Proposal Professional.

WHAT DOES THE INTERVIEW FOCUS ON?

You will be provided with a list of four competency-based questions for which you are expected to pre-prepare your answers. These questions will focus on the Key Competency 'Behavior and Attitude' and some of the detailed competencies. Typically, these would be:

- Persuasiveness
- Communication
- Building relationships and teams
- Decision making and delegating responsibility
- Innovation
- Meeting leadership

WHAT SORT OF QUESTIONS WILL BE ASKED IN THE INTERVIEW?

Your assessors will be looking for specific examples that demonstrate the depth and breadth of your experience within bids and proposals. You should only use examples that demonstrate situations in your professional career. Questions are likely to start with:

"Provide an example of when..."

or

"Describe an occasion when..."

Your assessors may also ask questions concerning your reference assessment. Where the answer given by the reference implies a shortfall in a particular area, your assessors will seek to understand why. You will receive notification of any areas of concern raised by the reference assessment in advance of your competency-based Interview.

If you are not rated highly enough by your reference, you will have the option to provide a different reference. If this reference still does not rate you highly enough you will fail.

WHAT CRITERIA IS THE COMPETENCY-BASED INTERVIEW MARKED AGAINST?

The criteria used is whether each element of the STAR and Lessons Learned have been clearly described within each of your answers. The STAR elements are as follows:

- **Situation** - describe a situation or problem that you encountered within the context of the Impact you have described in your PPIP
- **Task** - describe the task that the situation required.
- **Action** - describe the action you took, and the challenges that you had to overcome
- **Results** – describe the outcomes achieved from the actions you took

WHEN WILL I KNOW WHETHER I HAVE PASSED?

You will be notified of the assessment result for your PPIP within 4 weeks of submission.

You will be notified of the preliminary result of your interview immediately following the interview. You will receive your official confirmation via APMG-International within a week of the interview.

EXAMPLE QUESTIONS FOR THE COMPETENCY BASED INTERVIEW

PERSUASIVENESS

You may have strong verbal skills but did you influence another person or others to change their thinking or take some action. At Proposal Professional level do you have you the skills to persuade and involve, rather than coerce?

- Tell me about how you were able to change someone's/the organization's viewpoint significantly to enable your impact.
- Tell me about a time when you were asked to do something that you disagreed with.

COMMUNICATION

Successful communication is having the ability to listen to all types of communication in an open way. Therefore consider whether you are an active listener:

- Give an example of when you listened to a team member and heard what was actually said?
- Give an example of your ability to read and act upon the non-verbal messages that others communicate?

CLEAR, EFFECTIVE AND ENGAGING COMMUNICATION

- Give an example of a difficult or sensitive situation that required you to use excellent communication skills to achieve your impact.
- Give an example of how you have developed communication skills in others?
- Tell me about a time when you were successful in getting crucial information from another person.
- Tell me about a time when someone misunderstood what you were attempting to communicate to them.
- What do you think are the three most important things about communication?
- Tell me about a time when you worked with people from a culture unlike your own. What did you do to overcome any perceived barriers to communication?

BUILDING RELATIONSHIPS AND TEAMS

Employers need people who are socially competent. The desire to build and maintain relationships in and beyond the workplace is critical. Many workplaces function on the basis of project teams that are task oriented and short lived. Those who are highly collaborative and co-operative are most likely to thrive in this type of environment.

- What skills and personal qualities did you contribute to the team to achieve your impact?
- Tell me about a time when you used tact and diplomacy.
- Tell me about the most difficult person you worked with to achieve your impact.
- What kinds of people did you enjoy working with most to achieve your impact?
- What kinds of people frustrated you the most whilst you were achieving your impact?
- What qualities do you admire most in others?

DECISION MAKING AND DELEGATING RESPONSIBILITY

These questions try to understand your problem-solving style. Do you manage your activities to minimize or avoid them? How do you behave in a crisis?

- Tell me about a difficult or unpopular decision that you had to make.
- Tell me about a time when you had to make a quick decision. What were the circumstances and what did you do?
- Tell me about a time when you had conflicting priorities and what you did to resolve them.
- Tell me about a significant crisis you have faced.
- Have you ever anticipated a difficult situation before it arose? Describe the situation, the action you took and the outcome.

MEETING LEADERSHIP

These questions are designed to help define your leadership style at meetings.

- Describe how you led a team (comprising trainees, juniors and seniors) through a difficult audit.
- How did you take action for poor performance?
- Describe a situation where you had to take charge either with a demanding customer or with your own team.

CONTINUOUS PROFESSIONAL DEVELOPMENT

Employers are likely to be investing money for you to become accredited by the APMP. The APMP Certification Program has been developed to promote Continuing Professional Development. APMP Professional Certification seeks to ensure and promote advocacy of best practice and continuing professional development both yourself and others.

Your assessors will therefore be expecting you to clearly articulate:

- Why you want to become a Proposal Professional and
- How you plan to keep up with developments in your field in the future