



# BidBox APMP CERTIFICATION PROGRAM

APMP Certification Guide 2025 v4



## Summary

BidBox International is an APMP Accredited Training Organisation (ATO), which provides Proposals Consulting with Capture Management and Proposal Management, Training and APMP Certifications. BidBox is authorized to work as Examiner under the rules of APMG.

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## INTRODUCTION

*Acquire and maintain outstanding knowledge and skills in a competitive business environment is mandatory to persist as a professional in the field of bids and proposals. Holding certificates is the way of making competence visible.*

The Association of Proposal Management Professionals (APMP) is the association of record for bid, proposal, business development, capture and graphics professionals. The association offers the world's first, best and only industry-recognized certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

The APMP certification syllabus comprises a list of competencies, each corresponding to skills or scenarios that professionals commonly encounter in the bid and proposal environment. These competencies are organized into categories and rooted in industry best practice, including documents such as the APMP Body of Knowledge and APMP Glossary of Terms.

## UPDATES CERTIFICATION 2025

*Updates on APMP Certification and APMG measures on APMP ATOs and APMP AT. The APMP Foundation Certification will get some updates as Version 4 in the content for the EXAM and the learning material.*

All APMP ATOs need to apply and follow new APMG Quality Measures. This includes the implementation of an QMS (Quality Management System) by every **APMG Accredited Training Organisation (ATO)**. Furthermore, all Accredited Trainer (AT) need to follow their ATO Quality Management Implementation.

**New APMP Foundation Certification (V4)** will be available. All learning material like the APMP Foundation Study Guide and Glossary will be updated and become the base for **APMP Foundation Certification V4**. APMP ATOs will work with updated training material accordingly.

**Attention:** From 26<sup>th</sup> June 2025 onwards only "APMP Foundation Certification V4" can be booked and provided by APMG and APMP ATOs

In January and February 2025 both EXAM versions are available – Version 3 and Version 4.

## WHY CERTIFICATION?

*Worldwide recruiters, team- leaders, and upper management recognise APMP-Certifications as evidence of excellence.*

The single worldwide authority for the bid & proposal industry is APMP and it defines best practice benchmarks for winning business and driving revenue.

APMP offers the opportunity, for everybody involved in proposal management to demonstrate comprehensive knowledge in their profession through certification. It adds a unique value to the career of individuals as well as to the business development quality of organizations.

## WHO SHOULD BE CERTIFIED?

*For all bid & proposal managers an APMP certification is a job-inherent certification.*

An APMP certificate can be deemed as an almost must-have qualification because it certifies that its holder has achieved a high level of excellence in the field of business development.

We recommend the certifications also for other professionals responsible for pre-Sales, Sales, and Business Development.

## BIDBOX HELPS YOU TO GET CERTIFIED

Pursuing the goal to deliver high quality trainings, BidBox maintains to be an Authorized Training Organization (ATO), which is accredited by APMP. Our range of services provides preparation trainings and workshops for taking exams and successfully receiving APMP certifications.

Our training material is fully compliant to the syllabus of APMP and meets all requirements to pass the certification exams. We design trainings and workshops individually for each client. Besides regular training packages training units can be split over a period ensuring availability of our client's staff to work on daily business tasks.

## APMP CERTIFICATIONS

*Acquire various levels of certification according to your knowledge, skills, and experience.*

To cover the variety of needs APMP offers different levels of certifications corresponding to different levels of skills and knowledge depth. Functions who might not need the full level certifications can also go for recently introduced micro-certifications, which focus on very specific qualification topics instead of the full bandwidth of competences.

## SIGNATURE APMP CERTIFICATION LEVELS

- Foundation – Gain Knowledge
- Practitioner – Demonstrate Application of Skills
- Capture Practitioner – Demonstrate Application of Skills in BD and Capture
- Professional – Transfer Knowledge and Skills

## APMP MICRO-CERTIFICATIONS

- Executive Summaries
- Bid & Proposal Writing
- Graphics
- Competitive Price to Win

Signature APMP Certification require APMP membership with exception of APMP Foundation, which has an option to perform the EXAM without being an APMP member. All Micro-Certification EXAMS can be performed stand alone without membership and in random selection.



**Figure 1: The Certifications levels of APMP are Foundation, Practitioner, Capture Practitioner, and Professional.**

As an Approved Training Organization (ATO) BidBox supports acquisition of APMP Certificates by offering APMP specific training, boot-camps, and preparation for and organization of examinations.

### FOUNDATION - GAIN KNOWLEDGE

Foundation Certification is designed for professionals, who are new to the bid and proposal environment and professionals with experience, who didn't apply APMP Global Best Practise.

APMP Foundation Certification is designed to assess understanding of relevant business development concepts. As you read through this syllabus, keep in mind that you need not have personally performed all required competencies to achieve Foundation Certification. You should, however, be able to demonstrate your understanding of the competency by giving an explanation, listing supporting tools, or providing examples, as appropriate.

To receive the APMP Foundation Certification, you are required to:

- be an APMP member,
- have at least 1 year of experience in a bid/proposal environment,
- pass the Foundation Certification exam.

The exam is a 65 minute, open-book, multiple-choice, 75-question, pass/fail exam. Exam preparation is determined by level of experience, knowledge of best practices, and participation in training opportunities. APMP ATOs offer in-person training courses and helps to prepare for the APMP Foundation Certification exam.

The Foundation Study guide and APMP Glossary (PDF) are provided for a fee on the APMP webpage or by the APMP ATO.

APMP Foundation certificate validates:

- Your understanding of the fundamentals of proposal planning and development.
- Your ability to write persuasive proposals.
- Your ability to interface directly with internal clients or external customers.
- Your knowledge of contemporary sales methodologies.

### **PRACTITIONER – DEMONSTRATE APPLICATION OF SKILLS**

*Practitioner Certification is for experienced proposal professionals. It validates real-world mastery of industry best practices and the ability to lead others in their use.*

APMP Practitioner Certification is designed to assess that terminology, concepts, and best practice processes can be applied to real business development cases. Hence you are asked to demonstrate practical experience of your skills and leadership.

To receive the APMP Practitioner Certification, you are required to:

- be an APMP member,
- have achieved Foundation Certification,
- have at least 3 years of experience in a bid/proposal environment.

The APMP Practitioner Objective Test Exam (OTE) is 2.5-hour online Exam that involves:

- A provided scenario
- Your experience with the APMP approach as referenced in the APMP Body of Knowledge (BOK)
- The questions will test your knowledge and understanding of APMP best practices at two recognized learning levels:
  - Application of best practices for a given situation within a scenario
  - Analysis of best practices for a given situation or activity within a scenario and how the questions differ from those in the APMP Foundation Exam

APMP Practitioner certificate validates:

- You are committed to enhancing your professional bid and proposal skills.
- Your mastery of bid and proposal best practices and your ability to effectively lead and coach teams people in their use.
- You can assemble and manage teams that can communicate consistent winning strategies – which positively impact customers' decisions.
- You are a highly effective bid and proposal professional.

### **PROFESSIONAL – TRANSFER KNOWLEDGE AND SKILLS**

*Professional Certification is for professionals with extensive experience and superior leadership and communication skills. Individuals with Professional Certification are recognized for developing others and for improving process and infrastructure to the benefit of their organizations.*

APMP Professional Certification is designed to assess advocacy regarding business development best practices. As you review the syllabus, keep in mind that to achieve Professional

Certification, you must not only understand and have experience performing each of the required competencies but also be a leader in increasing the application of these competencies within your organization.

To receive the APMP Professional Certification, you are required to:

- be an APMP member,
- have achieved both Foundation and Practitioner Certification,
- have at least 7 years of experience in a bid/proposal environment,
- provide a reference who can assess your performance on behaviour and attitude competencies,
- deliver a Proposal Professional Impact Presentation (PPIP).

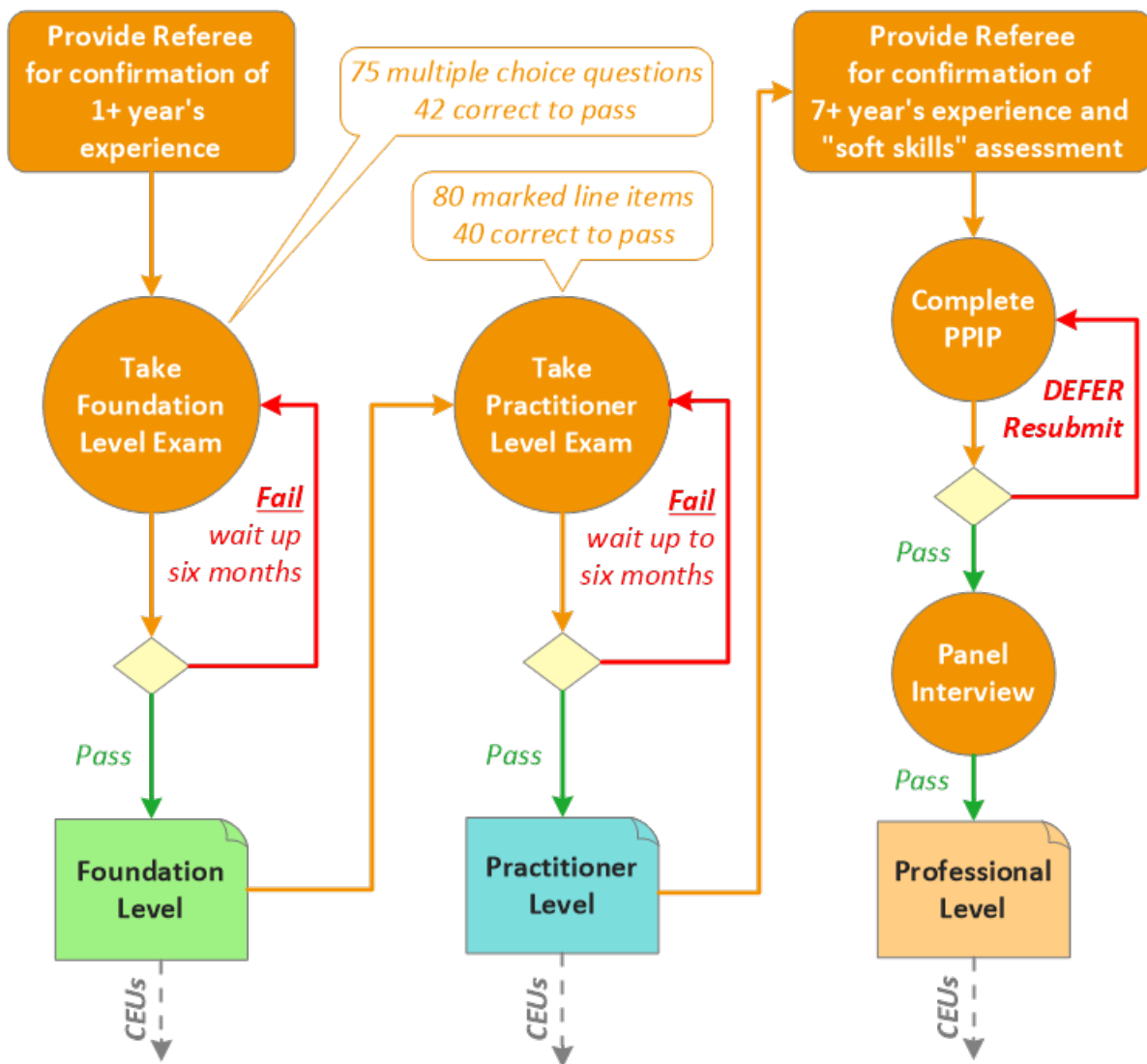
During this presentation and interview, you will defend your professional contributions to a panel of evaluators, who will assess your impact and your communication and leadership skills.

APMP Professional certification validates:

- You have achieved the top-level certification in your profession - achieved by very few professionals.
- Exceptional leadership and communication skills.
- That you've made significant contributions to an organization and/or the bid and proposals profession.
- Innovation and your ability to lead others in achieving ambitious goals.

**PROFESSIONAL ACCREDITATION PROCESS**

The accreditation process follows an ascending path to assess from gained knowledge, exercised skills, and leadership to generate and manage business development processes, to finally the developed skills for passing this knowledge and experience to colleagues of your organisation and to clients.



**Figure 2: The Professional Accreditation Process of APMP.**

Through a formal process of examination, self-assessment, and interview, APMP members can demonstrate their mastery of the knowledge, skills, and attitudes required of the Proposal Management Professional.

To obtain certification levels it's expected that "Continuing Education Units" (CEU) are earned by performing various proposal business related activities.



## COMMITMENT TO CONTINUED PROFESSIONAL DEVELOPMENT

*Professional development doesn't end with achievement of a new certification level. It requires commitment to constant learning and improvement.*

It's expected that each holder of an APMP-certificate continues to keep up with the development and changes in the business development environment. Therefore, all APMP- certified professionals are expected to earn and track so called "Continuing Education Units" (CEU).

You can earn CEUs by participating in training; preparing materials, including articles, websites and blogs, conference presentations, and books on business development topics, attending events, volunteering; and studying independently. You are responsible for tracking your own CEUs. Use the Professional Development section of your profile on the APMP website to log your CEUs. CEUs are periodically audited through the site.

The number of CEUs you must earn depends on your level of certification. Every 2 years, those with Foundation Certification must earn 20 CEUs; those with Practitioner and Professional Certification must earn 40 CEUs.

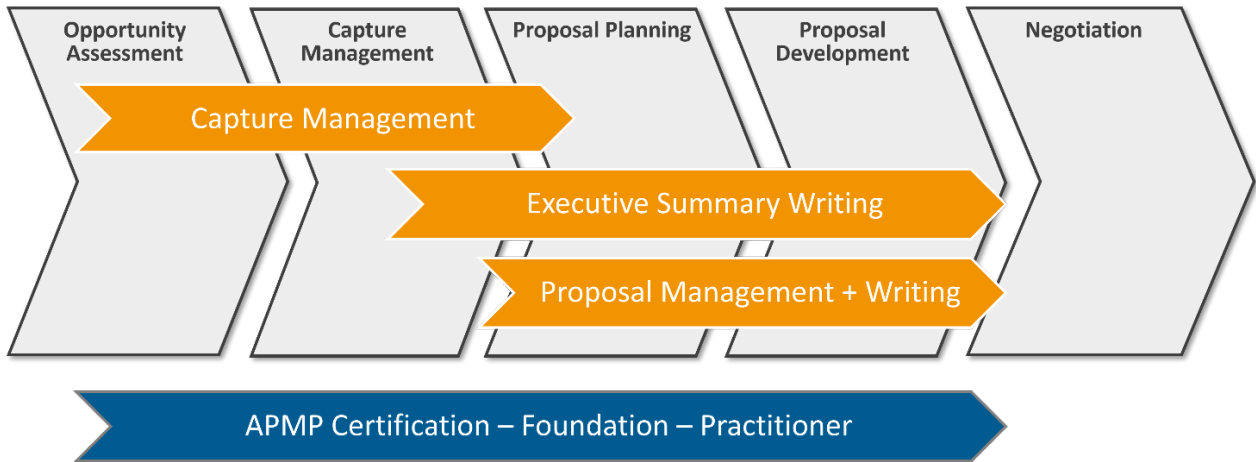
## BIDBOX SERVICES FOR APMP CERTIFICATIONS

Besides customized trainings and workshops which enable you to pass the exams, BidBox also offers value added services. We guide the participants through the whole certification process and take over any administrative tasks. This includes:

	Service	Description
1	Enrolment for membership at APMP	Management of communication with APMP on your behalf to handle your membership enrolment formalities.
2	Registration for exam	Coordination of your examination process with APMG and registration of your exam seat.
3	Taking over the proctor role during the exam	Proctor is the inspector role who on behalf of the examination body ensures that all rights and obligations are fulfilled before and during the examination. As an ATO we are entitled to take over this role and will accompany you also during your examination.
3	Controlling all costs	BidBox can take over all costs for the registration and enrolment processes in advance. You will have only BidBox as one invoicing party.

Our services ensure that you have no administrative tasks associated with your certification process, so you can fully focus on learning and your daily business. BidBox will be your partner during the entire process to guide and support you leading to a successful certification.

BidBox Proposal Consulting and Training follows a **Business Development Process**.

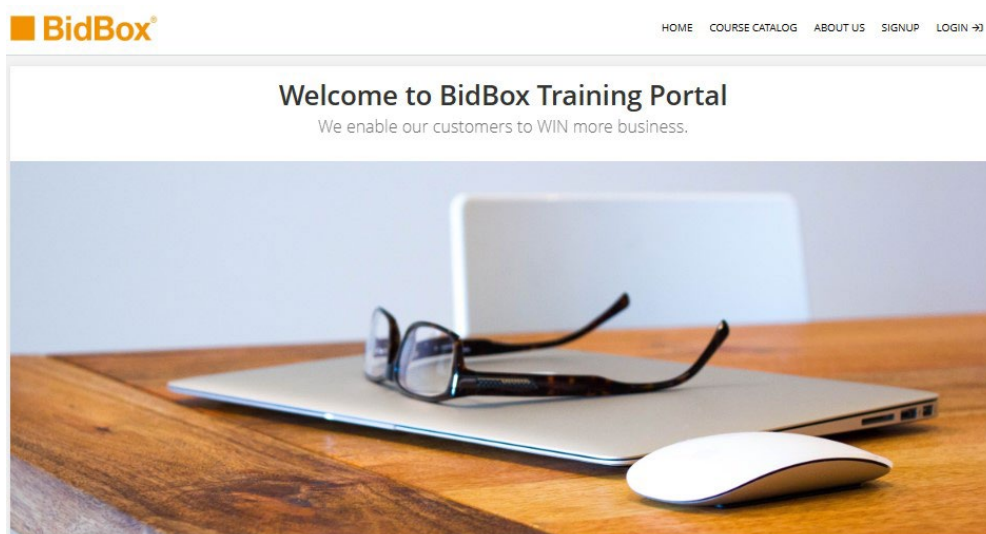


**Figure 3: BidBox Trainings, Workshops and APMP Certifications following the Business Development Process.**

As an Approved Training Organization (ATO) BidBox supports people to prepare for the APMP EX-AMS by offering APMP specific training, boot-camps, and preparation for and organization of examinations.

### BIDBOX TRAINING PHILOSOPHY AND SYSTEMS

For the training we also use our BidBox LMS system, where you find the content for your trainings, test exams, self-paced learning modules, your certificates and a summary of the training.



**Figure 4: BidBox Trainings, Workshops and APMP Certifications Material and Courses are available Online at the BidBox Learning Management System.**

Participants have free access to the LMS during the duration of the course plus 4 weeks.

### APMP FOUNDATION WORKSHOPS

Public Workshops are available monthly or agreed with corporate customers for a defined employee group. The APMP Foundation Certification Workshop has a duration of 7 hours (breaks included).

### APMP FOUNDATION CERTIFICATION COURSES

For interested participants, who want to integrate the APMP Foundation Certification Preparation into their daily business and job, we provide also APMP Foundation Coaching and Certification as 4-week program. Managed by BidBox APMP accredited trainer.

- Live Online Training and Self-Learning Phases supported by BidBox LMS.
- BidBox APMP Foundation Course with 2-hour Kick-Off
- Live Training is 4 days, each 2 hours scheduled over a period of 4 weeks.
- Course Content is split into 3 Learning Modules with several test exams included.

Modules	Duration	Course P2-2025	Course P3-2025
Kick-Off	2h	12.02.2025	14.03.2025
Module-1	2h	21.02.2025	21.03.2025
Module-2	2h	28.02.2025	28.03.2025
Module-3	2h	07.03.2025	04.04.2025
EXAM	2h	To be agreed	To be agreed

### BIDBOX TRAINING TEAM

BidBox webinars, Trainings, workshops and APMP Certification will be moderated and managed by our experienced trainer team:

- [Wolfram Seyring](#) (Lead AT)
- Hüseyin Özkan (AT)
- Thomas Moritzer (AT)
- Wolfgang Mildner

Our trainer are not only senior experts in Capture, Bid & Proposal Management. Each trainer has deep knowledge in several industries like Defense, Space, Rail and Telecommunication, IT. They can apply Best Practice to individual customer segments and business.

## ABOUT BIDBOX

BidBox International is a Business Consulting and Training company. Providing Solutions and Services in Business Development, Capture and Proposal Management. BidBox® founders Wolfram Seyring and Hüseyin Özkan have years of experience in winning deals and preparing offers.

Experience in management, sales, marketing by working with international and national companies like Bosch, Ericsson, Nokia Networks, Nokia Siemens Networks, German Railways (DB) and NOKIA.

The BidBox HQ is in Düsseldorf with Project Offices in Munich and Hamburg. Our International Consultants and Trainer are in India (Delhi), UAE (Dubai), Portugal (Lisbon), Milano (Italy) and Switzerland (Zurich).

BidBox® is a registered brand. All our services are provided under this brand. We operate the following companies:

- [BidBox GmbH](#)
- BidBox Consulting GmbH
- BidBox Pvt. Ltd.
- [SEYRING GmbH](#)

Some of our services are also operated by those listed legal companies.

All our workshops and courses are also bookable via BidBox Eventbrite:

<https://www.eventbrite.de/o/bidbox-gmbh-66716055023>

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APMP Certification Guide 2025 v4



### SUMMARY

APMP Certifications are worldwide recognised and provide evidence at different levels of knowledge, skills, and experience for qualified bid- and proposal professionals:

LEVEL	Achievement demonstrates for the Bid and Proposal Professional
FOUNDATION	Acquired knowledge about concepts and best practices.
PRACTITIONER	Developed skills and leadership to win in a competitive business environment.
PROFESSIONAL	Capability to transfer knowledge and skills to colleagues and clients.

- BidBox offers training, exam preparation, and taking the exam for APMP-Certificates.
- Training programs can be aligned individually and compliant to requirements of our clients.

### LOCATION

BidBox International  
Hofstraße 64  
Gewerbepark Süd  
40723 Hilden

### CONTACT

Telefon: 02103 – 88078-10  
Telefax: 02103 – 88078-11  
E-Mail: [info@bidbox.org](mailto:info@bidbox.org)