

The role of APMP accredited training organisations

Winning business is hard. Crafting a proposal that clinches the deal? Even harder. But with the right skills, tools, and support, you can turn your proposals into success stories.

That's where strong proposal management practices come in. These practices can transform how organisations bid for work, increasing their success rates and creating opportunities that drive growth and job creation.

What is APMP and why should you care?

The Association of Proposal Management Professionals (APMP) represents over 10,000 members worldwide, making it the premier organisation for professionals dedicated to the art and science of winning business through proposals, bids, and presentations. Founded in 1989, APMP focuses on promoting the professional growth of its members while advancing the methodologies and technologies that drive business success.

They operate through a network of 27 chapters worldwide, connecting members with local communities and resources to enhance their skills and knowledge.

Think of them as a toolkit for professionals who want to elevate their proposals to the next level. By following its standards and leveraging its resources, teams can improve their chances of success.

Did you know? APMP-certified professionals experience a 23% higher proposal win rate compared to their non-certified peers.



What's the mission behind it all?

The mission isn't just about credentials; it's about raising the bar for proposal quality. When teams use standardised, proven approaches, they deliver better client results, improve collaboration, and make the bidding process smoother for everyone involved.

Certifications to boost your expertise

If you're looking to develop specific skills, certifications can help focus your learning. Here are the options:

Foundation certification

Ideal for those starting in the field, covering essential techniques and processes.

Practitioner certification

Perfect for experienced professionals looking to refine and apply their skills in practical scenarios.

Professional certification

Aimed at leaders in the field who have made significant contributions to improving proposal management.

Micro certifications

These short, focused modules cover specific areas, such as compliance or content strategy, allowing professionals to develop niche expertise.

“Standardising your team's approach can lead to fewer last-minute scrambles and much less stress.”

Improving proposals matters

A well-crafted proposal doesn't just win business; it builds trust and sets the stage for successful partnerships. Here's why organisations and professionals alike should prioritise enhancing their approach:

For organisations

- **Higher success rates:** Teams using standardised processes consistently outperform those without them. It's all about having a clear, client-focused approach that wins hearts (and contracts).
- **Efficient workflows:** Clear methodologies reduce bottlenecks and streamline collaboration, saving time and resources.

For professionals

- **Skills that stand out:** Demonstrating expertise in proposal management gives you an edge in the job market and opens doors to exciting opportunities.
- **Confidence in your craft:** Knowing you're following best practices makes tackling complex proposals far less daunting.

Organisations that invest in APMP-certified training often see measurable improvements in proposal quality and win rates.



The role of accredited training organisations

If you want to build better proposals, accredited training organisations (ATOs) can help. These organisations deliver practical training that aligns with best practices, making it easier to upskill your team or yourself.

What makes ATOs valuable?

- **Practical focus:** ATOs specialise in turning theory into actionable skills you can apply immediately.
- **Expert insights:** Learn from trainers with real-world experience who understand the challenges of proposal management.
- **Tailored options:** Whether you prefer online, in-person, or self-paced learning, there's an option for everyone.

APMP and APMG: raising the bar together

In 2016, APMP partnered with APMG International, a respected accreditation body with extensive experience in professional certification management, to ensure certifications hold real-world value.

This collaboration ensures certifications hold real-world value by maintaining high standards for training and assessment. It also brought greater credibility and standardisation to APMP certifications, benefiting professionals and organisations worldwide.

What's the impact?

- **Trusted credentials:** Employers know that APMG-accredited certifications represent a high level of expertise.
- **Global recognition:** Standardised assessments make it easier for professionals to demonstrate their skills across industries and regions.
- **Better outcomes:** Organisations employing certified professionals often see measurable improvements in win rates and client satisfaction.

Make proposals your strength

Better proposals mean better business. By embracing proven practices and seeking the right training, you can improve your win rates, strengthen client relationships, and create lasting success for your organisation and yourself.

Take the next step towards smarter, more successful proposals. Visit nFold, the only ATO in Africa, and start transforming how you win business today.

