



# Certified Professional Services Marketer Program Professional Reference Form

## To the Individual Providing the Reference:

The person who gave this reference form to you is applying to the Society for Marketing Professional Services for the right to sit for an examination to earn the designation Certified Professional Services Marketer. The Society has specific qualifying requirements for the right to sit for the examination, and the applicant has identified you as a person who can attest to his/her specific qualifications. Accurate testimony is required concerning the applicant's education, work experience, and character.

Please answer the questions that follow either directly on the form itself or in letter format. Without revealing your answers to the applicant, enclose the completed form in the accompanying self-addressed envelope, SECURELY SEAL IT, and then return it to the applicant. IT IS THE APPLICANT'S RESPONSIBILITY TO DELIVER THE REFERENCE LETTER WITH HIS/HER APPLICATION TO SMPS.

### Eligibility Requirements

1. a. bachelor's degree or advance degree plus four (4) years of experience in marketing or business development, or  
b. associate's degree and six (6) years work experience in marketing or business development, or  
c. without a degree, eight years of experience in marketing or business development, plus
2. Agreement to abide by the CPSM Code of Ethics (see below).

You are requested to provide complete and thorough information on this applicant. This information will be kept confidential and will serve as one of the sources used to determine the applicant's eligibility. Do not hesitate to use supplemental information to support your testimony. We appreciate your time and effort in assisting SMPS in determining the eligibility of this applicant to sit for the CPSM examination.

## CPSM Code of Ethics

As a Certified Professional Services Marketer:

- ... I will maintain and advance my knowledge of professional services marketing, respect the body of marketing knowledge, and contribute to its growth.
- ... I promise to continually seek to raise the standards of excellence in professional services marketing.
- ... I pledge to pursue my professional activities with honesty and fairness, to demonstrate the highest standard of personal conduct, to actively encourage the highest level of ethical standards within the profession, and to report unethical behavior to the Society for Marketing Professional Services.
- ... I promise to practice in a manner that supports the rights of employers, employees, and clients and will not discriminate because of race, sex, age, religion, national origin, sexual orientation, or disability.
- ... I recognize my responsibility to uphold all laws and regulations relating to my firm's policies and activities.
- ... I promise to be loyal to the firm that employs me and pursue its objectives in ways that are consistent with the public interest.

Society for Marketing Professional Services  
99 Canal Center Plaza, Suite 330  
Alexandria, VA 22314  
Telephone: (800) 292-7677 or (703) 549-6117  
Fax: (703) 549-2498



# Confidential Information Concerning the Applicant

Applicant's Full Name

Reference's Full Name

Reference's Address

Reference's Phone

Fax

E-mail

1. How long have you been acquainted with the applicant?

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

2. You became acquainted with the applicant in what capacity

Supervisor       Professional Peer       Social

3. What is your opinion regarding the applicant's educational qualifications to sit for the CPSM examination?

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4. What is your opinion regarding the applicant's work experience qualifications to sit for the CPSM examination?

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5. What is your opinion of the applicant's character and ability to fulfill the requirements of the CPSM Code of Ethics?

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6. Do you have any additional remarks or pertinent information regarding the applicant and his/her qualifications to sit for the CPSM examination?

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Reference's Signature

Date

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