



Competitive Price To Win APMP Micro-Certification: Overview and FAQ

What is the APMP Competitive Price To Win Micro-Certification (PW APMP), and why should you go for it?

The purpose of this APMP Micro-Certification is to measure whether a candidate has sufficient knowledge and understanding of the APMP Body of Knowledge (BoK) to act as an informed member of a bid and proposal team with regards to writing effective Competitive Price To Win. This Micro-Certification provides recognition for APMP best practice, and the essential skills required to understand Competitive Price To Win. The candidate should, as a minimum, be able to recall, recognize and demonstrate understanding of the APMP best practices outlined in the Competitive Price To Win section of the APMP BoK.

Candidates should be able to demonstrate understanding by being able to:

- Identify best practices in Competitive Price To Win
- Explain ways to apply best practices in diverse environments.
- Identify ways to apply recent trends.
- Explain the typical mistakes made while conducting Competitive Price To Win.
- Explain common terms used.

Who is the target audience?

- This qualification is aimed at Proposal Industry Professionals, Proposal Writers, Proposal Managers and others

What are the pre-requisites for sitting the exam?

- There are no pre-requisites needed to take the exam.
- There is no minimum industry experience required.

What are the pre-reading materials?

- Basis for all questions is the APMP BoK.
 - Please refer to the Syllabus to confirm which BoK areas are referenced.

Are there sample questions available?

- Yes, you can access the sample paper here - <https://sampleexams.apmg-international.com/Marlin/SamplePapers.aspx>

What about CEU/CPDs?

- There are no CEU/CPD requirements to register for the exam.
- There are no CEU/CPD requirements for keeping your certification valid. However, sitting the exam (and preparing for it) is valid for 2 CEUs.

What is the designation?

- Successful candidates will be entitled to use the designation 'PW APMP' (e.g. in their email signatures, on their business cards, or in their CVs).
- If you have several APMP certifications, it might look like this: 'CF CAP PW APMP'. (Signature certification first, Micro-Certification(s) last).

Where can I register for the exam?

- For training and the examination please refer to the Accredited Training Organizations (ATOs) – <https://www.apmp.org/certification/approved-training-organizations/>
- You can find the APMP Micro-Certification levels in the menu on the left-hand side of the APMG Public Exams Portal - <https://publicexambookings.apmg-international.com/>

What does it cost?

- Public Exam fees can be found on the APMG Public Exams Portal - <https://publicexambookings.apmg-international.com/>
- You can get reduced rates if you are an APMP Member - <https://www.apmp.org/join-apmp/>
- For training and exam fees please refer to the ATOs - <https://www.apmp.org/certification/approved-training-organizations/>

What kind of exam is it?

- It is an online multiple-choice exam with 25 questions (Objective Testing Exam, OTE) .
- There will be no paper-based exam. All exams will be online.
- It is 'open book'. Candidates may use any materials during the exam, we recommend the APMP BoK.

What is the duration of the exam?

- 30 minutes
 - Candidates with English as a second language can request additional time when booking the exam (38 minutes).
- There are no breaks offered during the exam.

How difficult is it?

The PW qualification examines at levels 1 (recall) / 2 (understand).

Difficulty category:

- 4 learning level 1* questions
- 21 learning level 2* questions

* For more information on the OTE exam and the theory behind it, please read [Bloom's taxonomy](#)

What kind of questions are there?

- Type of multiple-choice questions: Classic (1 out of four answers)
- Question styles:
 - Standard: four options, one is correct.
 - Negative: e.g. 'Which of the following is NOT...'
 - Missing word(s): Identify a missing word [?] in a sentence.
 - Select (List): Evaluate four statements and identify which are correct. Three of the options must be correct. (like 1,2,4).
 - Select (Evaluate): Evaluate two statements and determine whether they are true or false. Potential answers: a) Only 1 is true b) Only 2 is true c) Both 1 and 2 are true d) Neither 1 or 2 is true.
- All questions gain one mark for a correct answer. There is no negative marking.

What is the pass mark?

- You need 18 out of 25 marks to pass the exam (72%).

How do candidates get their results? When I pass the exam, will I get a Certificate and a Digital Badge?

- Provisional results for the examination are fed back to candidates on-screen at the end of an online exam.
- APMG will formally process and confirm results via the Candidate Portal within 2 working days of receipt of the completed papers.
- Once the result is available via the Candidate Portal, you will be able to access your Digital Badge & Certificate.

Will the online exam be proctored through ProctorU, like the Practitioner exam?

- No

Is it available in other languages than English?

- Not currently but will be considered

What happens if I fail?

- If you wish, you can re-sit the exam (exam fee is due again). Please note that you will be much more likely to pass following revision of the relevant APMP BoK sections.
- There is no waiting period.
- See APMP '[What happens if I fail?](#)' for more information

Other questions?

Please contact APMG - <https://apmg-international.com/contact#zone-1>