



***Association of Proposal Management
Professionals (APMP) Micro-Certification***

Competitive Price To Win

Syllabus
November 2023

1 Introduction

APMP qualifications are offered through APMP's Signature certification scheme as well as through APMP's Micro-Certification:

- Signature Certification:
 - Bid/Proposal Foundation Certification
 - Bid/Proposal Practitioner Certification
 - Bid/Proposal Professional Certification
 - Capture Practitioner Certification

- APMP Micro-Certifications
 - Executive Summaries
 - Bid & Proposal Writing
 - Graphics
 - Competitive Price To Win

This syllabus covers the Competitive Price To Win Micro-Certification level of examination for APMP. It is based on the APMP Body of Knowledge (BoK).

The primary purpose of the syllabus is to provide a basis for accreditation of people involved with creating winning proposals. It documents the learning outcomes related to the use of the APMP body of knowledge and describes the scope of the qualification requirements a candidate is expected to meet to demonstrate that these learning outcomes have been achieved.

The target audience for this document is:

- Exam Board
- Exam Panel
- APMG Assessment Team
- Accredited Training Organizations.

This syllabus informs the design of the exams and provides accredited training organizations with a more detailed breakdown of what the exams will assess. Details on the exam structure and content are documented in the APMP Micro-Certification Design.

2 Price to Win Micro-Certification

2.1 Purpose of the Competitive Price To Win Micro-Certification

The purpose of this Micro-Certification is to measure whether a candidate has sufficient knowledge and understanding of the APMP body of knowledge to support a bid and proposal team with regards to developing a Competitive Price To Win. This micro-certification provides recognition for the essential skills required to develop a Competitive Price To Win.

2.2 Target Audience

This qualification is aimed at competitive analysts, Price To Win analysts, proposal writers, proposal managers and others who write in their roles, such as sales, business development, capture leads, solution architects, and subject matter experts who provide content for competitive pricing as part of the proposal document.

2.3 High Level Performance Definition of a Successful Candidate

The candidate who meets this High Level Performance Definition should, as a minimum, be able to recall, recognize and demonstrate understanding of the best practices outlined in the Competitive Price To Win section of the APMP body of knowledge.

Specifically they should be able to demonstrate this understanding by being able to:

- Identify best practices in developing a 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 developing a Competitive Price To Win
- Explain common terms used

3 Assessment Model

Each learning outcome in the High Level Performance Definition requires the candidate to demonstrate specific knowledge and skills. For each learning outcome, a number of learning outcome measures are identified which are evaluated in the examination, in accordance with the Examination Design, to confirm that the learning outcome has been achieved. These learning outcome measures are shown as syllabus topics and define the scope of the standard required to achieve the qualification.

A classification widely used when designing assessments for certification and education is the Bloom's Taxonomy of Educational Objectives. This classifies learning objectives into six ascending learning levels, each defining a higher degree of competencies and skills. (Bloom et al, 1956, Taxonomy of Educational Objectives).

APMG have incorporated this into a Learning Outcomes Assessment Model that is then used to develop each qualification's Assessment Model. The model provides a simple and systematic means for assessing and classifying the learning outcome measures. .

This structured approach helps to ensure:

- The appropriate level is identified for a qualification
- A clear delineation in learning level content between different qualifications
- Wording is standardized and syllabi are presented consistently across APMG's qualification portfolio
- Exam questions and papers are consistent in their design.

The Micro-Certification qualification examines at levels 1 (recall) and 2 (understand).

APMP Micro-Certification Assessment Model				
	1. Recall	2. Understand	3. Apply	4. Analyse
APMG Learning Level Definition	<i>remember previously learned information</i>	<i>grasp the meaning and make sense of information</i>	<i>use information to perform a skill or task</i>	<i>identify whether information has been used appropriately according to the rules and guidance</i>
Generic APMG Headers <i>For introducing the learning outcome measures (topics) in the Syllabus</i>	Recall terms and key facts about concepts, principles and procedures from the reference material	Understand key facts, concepts, principles and procedures from the reference material	Apply key facts, concepts, principles and procedures to a given scenario	Differentiate between appropriate and inappropriate use of the reference material in a given scenario
APMP Micro-Certification	Recall terms and key facts related to developing a Competitive Price To Win	Understand the terms, best practices, recent trends, common pitfalls and misconceptions when developing a Competitive Price To Win	Apply best practices when developing a Competitive Price To Win for a given scenario	Differentiate between appropriate and inappropriate use of best practices within the context of a given scenario

4 Qualification Scope

The definition of scope for the qualification is presented in the syllabus tables at the end of this document. Each syllabus area is a unit of learning that relates to the reference material or training course module.

The following syllabus areas are identified.

Syllabus Area Code	Syllabus Area Title
PW	Competitive Price To Win

5 Syllabus Presentation

For each syllabus area the learning outcome measures are presented in order of learning level and are introduced by a standard header. There is only one header at each learning level for each syllabus area. The wording in this header is derived from the Assessment Model. Each measure is specific to a learning level.

Each of the syllabus areas is presented in a similar format as follows:

Syllabus Area Code		Syllabus Area :	Primary References
XX [2]		QUAL Syllabus Area (XX) Theme [1]	
Level	Topic		
Recall terms and key facts related to developing a Competitive Price To Win. [3] Specifically to recall the:			
01 [4]	01 [5]	[6] Definition of a Price To Win (PTW) Analyst	[7] https://apmp.helpjuice.com/focus-on-the-customer/price-to-win?from_search=135294323

Key to the Syllabus Area table

1	Syllabus Area	Unit of learning, e.g. course module, key activity area or section of the reference guide.
2	Syllabus Area Code	A unique 2 character code identifying the syllabus area.
3	Learning Level Header	Header introducing the syllabus topics (<i>learning outcome measures</i>) for a given learning level.
4	Level	Learning level of the learning outcome measure.
5	Topic Reference	Number of the topic within the learning level.
6	Topic Description (<i>Learning Outcome Measure</i>)	Precise and specific description of what is required of the candidate to demonstrate that a learning outcome has been achieved.

7	Primary Reference	The main reference supporting the learning outcome measure.
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6 Important Points

The following points about the use of the syllabus should be noted.

6.1 APMP Body of Knowledge (BoK) References

The APMP BoK references provided should be considered to be indicative rather than comprehensive, i.e. there may be other valid references within the BoK.

The APMP BoK comprises topics organized into categories. The Competitive Price To Win Micro-Certification is based on the Competitive Price To Win section of the BoK, found under the Focus on the Customer category.

7 Syllabus Exclusions

The entire Competitive Price To Win topic within the APMP BoK is included within the syllabus.

Syllabus Area Code PW		Syllabus Area: Competitive Price To Win (PW)	Primary References
Level	Topic		
Recall terms and key facts related to developing a Competitive Price To Win. Specifically to recall the:			
01	01	Definition of a Price To Win (PTW) Analyst	
01	02	Definition of a Competitive Analysis (CA) Analyst	
01	03	Definition of Cost	
01	04	Definition of Price	
01	05	Definition of Costing and Pricing	
01	06	Definition of Business Intelligence	
Understand the Competitive Price To Win (cPTW) process. Specifically to explain:			
02	01	The purpose of the cPTW process	
02	02	The evolution of business development practices in markets involving complex sales	
02	03	The components of competitive intelligence: 1. Competitor analysis 2. Opportunity-specific competitive analysis	
02	04	The difference between Price To Compete and Price To Win	
Understand the characteristics of a successful Competitive Price To Win (cPTW) capability. Specifically to understand:			
02	05	The characteristics of a successful cPTW capability: 1. You must have a champion 2. Expectation must be realistic from the start 3. Information needs of decision makers must be understood and met 4. cPTW efforts must be independent from capture efforts 5. Truth must be valued – even when it's uncomfortable 6. Resources must be adequate and appropriate 7. Information sharing must be valued at all levels	
02	06	The difference between 'Price to Win' and 'Pricing'	
02	07	The need to rely on competitive intelligence, not intuition	
02	08	When cPTW activities take place	
02	09	The principles of an effective knowledge base	
02	10	How to gather, analyze and use Customer Intelligence, and typical information needs	
02	11	How to convert customer data to actionable intelligence	
02	12	How to gather, analyze and use Competitive Intelligence, and typical sources	

Syllabus Area Code PW		Syllabus Area: Competitive Price To Win (PW)	Primary References
02	13	How to convert competitive data to actionable intelligence	
02	14	How to use a top-down approach to project the early Price to Compete	
02	15	How to use a Price to Compete Window	
02	16	How to use a bottom-up approach to project the opportunity-based Price to Win position	
02	17	How to use a Price to Win Window	
02	18	Potential changes to the opportunity and competitive landscape and how to build strategies for combating them	
02	19	The four elements of effective strategies to achieve the Price to Win position: <ol style="list-style-type: none"> 1. Approach 2. Customer Benefit 3. Proof point 4. Theme and messages 	
02	20	The purpose of, and the 14 steps in, a comprehensive lessons-learned review following opportunity award	
Understand the application of Competitive Price To Win (cPTW) in diverse environments. Specifically to understand:			
02	21	The advantages of supporting federal government opportunities in the United States over their international counterparts, and the need to augment a team with in-country Subject Matter Experts	
02	22	The critical differences between public sector and commercial Price to Win	
02	23	The importance of prepositioned information within a knowledge base as a critical success factor in performing cPTW analyses on short-turnaround commercial opportunities	
02	24	The conditions necessary to justify a comprehensive cPTW for small opportunities	
02	25	The following common pitfalls and misconceptions of cPTW: <ul style="list-style-type: none"> • Assuming that the Price to Win is just a number • Believing that the Price to Win is an assessment of your proposed solution. • Failing to embrace Price to Win concepts • Price to Win can be successful without separate competitive analysis results. • Believing that Price to Win and pricing are the same. • Believing that cPTW is a “once and done” exercise. • Forgetting that cPTW is not an exact science. 	