

A woman with long dark hair, wearing a blue floral blouse and blue jeans, is seated at a table in a meeting. She is looking towards the left of the frame. On the table in front of her are a white mug, a smartphone, and some papers. The background is slightly blurred, showing other people in a professional setting. The entire image has a light blue overlay.

**smps**<sup>®</sup>

**Society for Marketing  
Professional Services**

# **Justification Toolkit**

*Build your case for SMPS membership*

**smps.org**

# About SMPS

Connecting,  
empowering, and  
inspiring A/E/C  
professionals  
since 1973.



The Society for Marketing Professional Services (SMPS) is the only organization dedicated to serving the needs of marketers and business developers in the architecture, engineering, and construction (A/E/C) industry.

## HOW WILL YOU BENEFIT FROM MEMBERSHIP?

SMPS provides opportunities for education, networking, and professional growth. We're dedicated to elevating the future of marketing, business development, and leadership in A/E/C by connecting, empowering, and inspiring professionals toward lifelong learning. Through our programs, you'll gain practical knowledge and leading-edge skills you can take back to your firm.

## HOW WILL YOUR FIRM BENEFIT?

The built environment continues to evolve and as the center for A/E/C business growth, we understand the challenges facing A/E/C firms today. By joining SMPS, you can transform the way your firm does business by tapping into the Society's network to form partnerships and prepare for what's next. Our resources help you drive more results and create more business opportunities for your firm.

# Build Your Case

## 5 tips to build your case to join SMPS.

01

### DO A LITTLE RESEARCH THEN SHARE.

Explore the [SMPS website](#) and [reasons to join](#). For example, did you know that you get member discounts on professional development? Once you've checked out our website, make a list of the member features that will benefit your role and share with your boss. Don't forget to make the case about how it can help your firm.

02

### TALK UP THE TAKEAWAYS.

From networking and learning opportunities to resources specifically geared toward A/E/C, SMPS membership can help you transform your firm's business. Mention how you can provide even more ideas and solutions to help guide your team and position your firm for success.

03

### ATTEND A LOCAL CHAPTER EVENT.

Did you know we have 58 chapters and when you join SMPS, you're part of a local chapter community? View our [Find a Chapter](#) page to locate a chapter closest to you. If you haven't already, attend one of their upcoming events and bring your boss with you to get a feel of what SMPS offers.

04

### PUT IT IN WRITING—WITH YOUR SPIN.

Use our justification letter on the following page as a guide to help make a case for membership. Feel free to customize the message to your own writing and request.

05

### REACH OUT TO US.

Have specific questions that you can't find on our website or within this justification toolkit? Reach out to [membership@smps.org](mailto:membership@smps.org)! We'll answer your questions and direct you to information needed to help you make your membership case.

# Join SMPS



## Justification Letter

Hi, [insert name],

I'm interested in joining SMPS, the Society for Marketing Professional Services. SMPS is the only organization dedicated to serving the needs of marketers and business developers in the design and build industry.

Joining SMPS will benefit not only me but the firm and our team members. After hearing more about the organization and speaking to a few members, I've learned that SMPS has some great tools, resources, and opportunities to help drive firm growth. What I love? They believe that marketers and business developers play a vital role in an A/E/C firm's success. Through my membership, here are a few resources that will help our firm:

- Their foundation publishes research reports and surveys on industry trends, which would help as the industry and business environment evolves.
- They offer in-person and virtual networking, which encourages teaming and partnership and business opportunities.
- They provide member discounts on professional development. Courses have included proposal workshops, AI's role in business development, and other relevant industry-related topics.

It can be challenging to find the right professional association. After learning about SMPS, I know it's the right choice for me and our firm, since they focus on the A/E/C industry. If you'd like to learn more, there's a [\*\*Who We Are\*\*](#) page on their website.

I appreciate your consideration. If you have any questions, please let me know.

Sincerely,

[insert your name]