



# Designation Use Guidelines

## This policy applies to the Certified Professional Manufacturers' Representative and Certified Professional Sales Consultant designations

- CPMR & CPSC are designations earned by individuals. Only those persons who have completed all requirements and received official notification from MRERF/IPA may use the designation and related emblems.
- Use of the designation or emblem in advertising is limited to those ads that make it clear that only the individual is the designee. The CPMR & the CPSC designations do not apply to the entire firm.
- The designations and the associated emblems may be included on all professional correspondence including stationery, letterheads, business cards, websites, and email signatures.
- Placement of the designation or emblem should be with the name of the individual. You may place the designation on your web site and link to <https://ipa-certifications.org/ipa-badges/> which provides information about what the designation means.
- **Do** use the designation on the signature line of letters and emails (Robin Smith, CPMR or Robin Smith, CPSC). Should you hold both designations, use them both (Pat Jones, CPMR, CPSC).
- Use the designation and emblem on your company's website related to the individuals. For example:
  - XYZ Company is owned and managed by Robin Smith, CPMR
  - XYZ Company has on staff the following Certified Professional Sales Consultant: Robin Smith, CPSC, Terry Jones, CPSC
  - XYZ Company Owner Lynn Hughes, CPMR CPSC

### Maintenance of Certification Guidelines

To encourage continued professional growth and life-long learning, maintenance of certification criteria must be met to retain the CPMR and/or CPSC designations. The requirements reflect requirements of the International Association for Continuing Education and Training and are consistent with standards recognized for all certified professionals including the fields of law, medicine, and accounting.

### Maintenance of certification requirements

- Continuing education - 10 hours of relevant work reported to IPA every year (dual reports 15 hours)
- CPMR designation holders allowed a maximum of 5 (or 7.5 for dual designation holders) hours of CEUs related to products. Remainder should be leadership, business or self-development related educational opportunities
- Annual \$100 certification fee must be current beginning one year after completion (dual renewal fee is \$150)

### What Activities Count for Continuing Education?

- Classroom or meeting session time led by an instructor or discussion leader
- Product training
- Field trips, projects, and assignment, which are an integral part of a course or program
- Serving as a learner/assessor and program evaluator for CPMR
- Presenting a seminar or program (for the presentation and prep time)
- Visit <https://ipa-certifications.org/continuing-education-ceus/> for additional information

It's now even easier to renew and report your Continuing Education. Please use the IPA.Certemy.com site to pay your renewal when due and report CEUs. If you don't report it to IPA, we don't know you earned it and can't renew your designation. Email [certify@mrerf.org](mailto:certify@mrerf.org) if you have any questions.

### In Case of Non-Compliance

If a graduate fails to maintain certification fees and CEU requirements, the designation will be listed as non-current or removed from any listings, including showing an expired digital credential via Credly. The IPA Code of Ethics must be adhered to as well.