

## CSK Named New European Approved Training Organization

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(Washington, DC (U.S.A.) / Herrliberg, Switzerland) — April 27, 2011 — The Association of Proposal Management Professionals (APMP<sup>®</sup>), the accreditation authority for proposal and bid management professionals globally, announced today that CSK Management GmbH has become the latest APMP Approved Training Organization (ATO).

The Swiss-based firm becomes the sixth ATO authorized to offer APMP Foundation-level training and will concentrate their efforts on the European market.

With offices in Zurich and Munich, CSK has been the pioneer for proposal management in the German speaking countries including Germany, Austria, and Switzerland. By offering training and consulting services in both English and German, and by promoting APMP's DACH Chapter, CSK is committed to increasing professionalism in the commercial and government markets.

“This appointment is important because Europe is a leading market in accreditation training and there is a pent-up demand for APMP accreditation at all levels,” said Rick Harris, Executive Director of APMP. “CSK Management was instrumental in the creation of APMP's DACH Chapter and has consistently demonstrated its commitment to industry best practices,” said Harris.

All prospective ATOs must go through an exhaustive approval process to ensure they meet the high quality course delivery of APMP accreditation standards. The process includes designating a lead trainer, attending and auditing workshops led by APMP's Chief Examiner, developing course materials that meet APMP accreditation standards and having those materials approved.

“As an Approved Training Organization, we are delighted to promote the APMP Accreditation program throughout Europe, and in particular, the German speaking region. The APMP Accreditation workshops perfectly complement our existing training modules and consulting services around bid and proposal management. APMP Accreditation is a great

instrument for companies to advance and professionalize their bid team,” said Christopher Kaelin, Managing Partner, CSK Management GmbH.

You can meet CSK Management and the other five APMP ATOs this summer at the 22nd Annual APMP® International Conference & Exhibits, Sheraton Downtown, Denver, Colorado, May 31 - June 3, 2011. For more information about CSK Management visit their website at [www.cskmanagement.com](http://www.cskmanagement.com) or contact Chris Kaelin at [christopher.kaelin@cskmanagement.com](mailto:christopher.kaelin@cskmanagement.com).

## **Portrait**

CSK is a bid and proposal management service provider.

At CSK, sales and especially Bid and Proposal Management is seen as a highly competitive professional sport, where only the best will win the Gold Medal and bring the contract home. All others lose, because there is usually no such thing as a Silver Medal.

Everything CSK does is aimed at making our clients gold medallists so that they achieve higher win rates, generate more business and profit, work more efficiently, and so that they enjoy a higher job satisfaction.

CSK achieves this by acting also like a sport coach:

- CSK makes the client bid teams fit by training them with practical workshops.
- CSK works on their techniques by comparing their processes with best practice and by implementing concrete improvements.
- And they coach them actively in live deals when it is about win or lose.

Customers from around the globe and from all industries benefit from CSK's services.

CSK's small team is based in Herrliberg at the Lake of Zurich, and has a representation in Munich.

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