

# APMP ES-M-APMP

**Executive Summaries Micro-Certification (ES-M APMP)**

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# Latest Version: 6.0

## Question: 1

When considering price within an executive summary, which option is appropriate?

- A. Omit the price in the summary to avoid putting the customer off
- B. Avoid 'price shock' by hiding the total costs
- C. Include a detailed price calculation in a comprehensive pricing table
- D. Unless explicitly excluded in the customer's specification, always include the price

**Answer: D**

## Question: 2

Which is best practice in the use of graphics within an executive summary?

- A. Use of graphics should be confined to the 'Our solution/offer' section
- B. Graphics should effectively communicate your theme statements
- C. At least one graphic should communicate who you are
- D. Omit graphics and focus on clear and concise narrative

**Answer: B**

## Question: 3

From a bidder's perspective, which is the most important question to answer in an executive summary?

- A. What will be delivered?
- B. How long will it take?
- C. Why choose us?
- D. What will it cost?

**Answer: C**

## Question: 4

What do Proposal Developers use in win themes to support the credibility and soundness of a solution?

- A. Proof points
- B. Features
- C. Benefits
- D. Price

**Answer: A**

### Question: 5

As a general rule of thumb, what is the appropriate length of an executive summary?

- A. Never more than 10 pages
- B. Should never exceed one page
- C. Should never exceed two pages
- D. There is no set length

**Answer: D**

### Question: 6

When structuring an executive summary using the 5-box model, which is NOT included in the first section in an executive summary?

- A. Desired characteristics of the successful partner
- B. Your solution and its benefits
- C. How customer's needs have evolved
- D. Customer's hot buttons

**Answer: B**

### Question: 7

Ideally, when should an executive summary first be drafted?

- A. During the kick-off meeting
- B. After the kick-off meeting
- C. Ideally, before the bid validation review
- D. Shortly before submission

**Answer: C**

### Question: 8

Which is the most effective form of visual communication within an executive summary?

- A. Graphics
- B. Videos
- C. Images
- D. Charts

**Answer: B**

### Question: 9

When structuring an executive summary using the 5-box model, in which section might you invite the customer to a live simulation of the solution?

- A. The customer's business drivers, goals and challenges
- B. Our solution/offer
- C. Customer's investment
- D. Next steps

**Answer: D**

### Question: 10

If permitted, where should an executive summary be positioned in a proposal?

- A. The first chapter
- B. The last chapter
- C. Within the cover letter
- D. Within the first two chapters

**Answer: A**

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