Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Advanced Prospecting Course offered by the Canadian Professional Sales Association (CPSA). This is a 3-week training program that equips sales professionals with more strategic and practical prospecting techniques. Through these learning I will be able to consistently bring in new revenue by improving my funnel quality, leveraging current trends and research, and building customer loyalty.

Below I’ve outlined a few of the learning outcomes that I feel are most beneficial.

* Independently investigate and leverage research to properly position yourself in the marketplace and understand where your products/services stand.
* Refine your personal Unique Value Proposition statement to competitively position yourself in the market.
* Utilize market research to guide conversations with prospects and better understand client needs.
* Provide valuable recommendations and product adaptations to clients based on strengths and weaknesses found in the discovery phase.
* Develop SMART goal-based prospecting action plans that align to company objectives.
* Create ideal client personas and independently generate a list of sources for acquiring prospects.
* Establish an in-depth sales prospecting process including qualification questions specific to your organization.
* Utilize appropriate sales technology and social media platforms to prospect and highlight company resources and content.

This course is a fully online program that requires 12 hours of study. This will allow me the flexibility to study from home and remain focused on my sales tasks during the day.

Thank you for your consideration and I look forward to discussing this further.

Sincerely,

[insert your name]