Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Effective Negotiation Strategies Course offered by the Canadian Professional Sales Association (CPSA). This is a 3-week training program that increases the ability of experienced sales professionals to plan for, navigate, and close more negotiation deals at higher margins. Upon finishing this program, I will be able to better prepare for my negotiations, close deals faster and improve client retention and loyalty for the organization.

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

* Take a consultative, win-win approach to negotiations that secure long-lasting partnerships with clients.
* Reframe previous or potential issues to solve impasses and create value for both parties.
* Avoid deadlocks by uncovering and focusing on your client’s true interests.
* Guide and facilitate negotiations with a structured 8-step process.
* Effectively prepare for every negotiation by defining your goals, positions, bottom-line, trip wires, and vulnerabilities.
* Create and apply concession strategies that lead to successful negotiations while maintaining profit margins.

This course is a fully online program which 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]