Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Fundamentals of Selling Course offered by the Canadian Professional Sales Association (CPSA). This is an 8-week training program that builds upon consultative selling skills. I believe this course will further strengthen my sales knowledge and allow me to continuously put my clients’ and prospects’ needs first, resulting in more long-lasting relationships and consistent revenue for our company.

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

* Use an eight-step consultative selling process to secure go-forward commitments at the end of each sales call.
* Develop a personal brand that considers the strengths, weaknesses, and personality type of the sales professional.
* Develop strategic, profitable, and achievable territory and account plans.
* Create and manage a sales funnel, within a sales technology platform, to effectively move accounts from market to customers.
* Use social media and social selling best practices to carry out your sales strategy.
* Prepare for, and execute, prospecting phone calls that overcome potential objections and lead to in-person sales calls.
* Deliver tailored, effective in-person and online business case presentations that result in sales.
* Successfully navigate collaborative negotiations and use influence to close sales.
* Develop written sales communications that are logically structured and accurately communicate the key messages.
* Follow up with clients to ensure satisfactory achievement of agreed-upon sales and strengthen client relationships.
* Develop self-awareness, maintain optimism, and manage stress with proven takeaway strategies.
* Set and achieve personal and professional goals for the next 1,5 and 10 years with a formalized time-management system.

This course is a fully online program that requires approximately 4-5 hours of study weekly. 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]