Subject line:

Request to attend ADVISA Customer-Focused Selling training

Email language:

Dear [TRAINING APPROVER],

I would like to enroll in the Customer-Focused Selling training at ADVISA for my leadership development this year. This in-person program in Carmel, Indiana, is designed for sales professionals at all levels, including sales leadership, business development reps, and account managers. Participants will engage in a blended learning journey featuring self-assessment, self-directed learning, and group sessions, starting with the Selling Skills Assessment Tool™ (SSAT) to identify strengths and growth areas.

The cohort is scheduled for [DATES/TIMES] and costs $2,700. Notably, 98% of ADVISA participants report becoming more effective leaders. ADVISA’s expertise in cultivating thriving work cultures can also benefit our organization.

May I have approval to attend this training? Please let me know next steps.

Thank you,  
[NAME]