**Dear [Manager's Name],**

As part of my commitment to ongoing professional development and my mandate to drive revenue growth for our company, I please request approval to attend the 2017 ThinkSales Sales Leadership Convention.

The current turbulent business environment is impacting **(COMPANY NAME)** with our customers and prospects reluctant to buy or change. As a result we are experiencing:

* A high increase in no-decisions where valuable executive and sales time was invested
* Buyers resorting to price as the simplest determining factor for making purchasing decisions
* Difficulty in differentiating in the market place

**The 2017 Convention, Thrive Despite Turbulence, is designed to assist delegates with revenue growth strategies, tools and insights to compete and win in these uncertain times through four content pillars:**

1. SALES STRATEGY

2. BRANDING & LEAD GEN

3. LEADERSHIP & MOTIVATION

4. CUSTOMER ENGAGEMENT

**ADDED BENEFITS INCLUDE:**

* **Playbooks, Implementation Planner & Tools:** I will receive two 68 page plus Revenue Growth Playbooks, an Implementation Planner for post-convention planning and other tools and assessments
* **Day 2: Two Workshops:** I will attend two workshops on Day 2: one on Strategy by expert Dr Greg Fisher and one on Leadership by the world’s #1 executive coach, Dr Marshall Goldsmith
* **5-Pillar Strategic Sales Organisation FrameworkTM:** On Day 2 I will learn about and receive a 5-Pillar Strategic Sales Organisation FrameworkTM valued at R48 999 and take an online 5-Pillar Strategic Sales Organisation AssessmentTM to determine potential gaps and growth areas in our company’s revenue growth strategy.

**Finally, and most importantly,** improvements made in the sales arena concerning sales strategy, sales management and/or sales tactics benefit from the ***‘Multiplier Effect’*** in that any improvement can yield benefits far beyond the proportional change operationalised by the team and experienced by clients.

Therefore, I believe that by attending this Convention I can help us find ways to dramatically enhance our revenue growth capabilities. I request you also please consider **(NAME HERE)** as an attendee.

You can find more information about the Convention at <http://convention.thinksales.co.za>

Sincerely,

**[YOUR NAME]**