Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Canadian Professional Sales Association (CPSA). The CPSA is a membership-based organization with the mission to support and advance sales professionals. I believe that being a member of this organization will not only benefit me, but other members of our team. The CPSA’s forward-thinking and innovative approach to sales will give me a broader understanding of the many facets of the profession. Below I’ve listed a few of the benefits that come with a CPSA membership.

**Free events and webinars:** Monthly one-hour webinars focused on strategies for overcoming objections, building relationships, and increasing business will help me sell our products and services more effectively. Alongside these monthly webinars, there are also numerous bite-sized workshops and networking opportunities to help me access new business opportunities and learn from industry peers.

**Cost-saving benefits:** The CPSA has a comprehensive cost-saving program that will enable our business to save on travel expenses, including car rental, hotel and airport parking. We may also save on purchases of new computers through Lenovo or commercial insurance through BrokerLink. There are opportunities for personal perks that help employee retention, like access to corporate rates from GoodLife Fitness. The savings will likely cover the entire cost of the membership.

**Competency-based training programs:** CPSA members get exclusive discounts on their bestselling training courses. There are a mix of on-demand and live courses, as well as a mix of courses that are offered both virtually and in-person. These training programs are facilitated by modern sales experts and cover many essential topics sales professionals need to succeed such as prospecting, negotiation and account management. I think these various courses will provide a great foundation for my skill set and give my selling techniques an edge in this competitive market.

**24/7 access to exclusive resources**: Members have access to the CPSA Online Learning Hub that includes resources such as templates to help streamline my day-to-day tasks and keep me organized.

**Sales designations:** Developed in partnership with top employers and industry leaders, CPSA’s designation program provides three designations for sales professionals to achieve. These designation programs encourage sales professionals to hone their skills and keep learning. For example, 72% of those who have a Certified Sales Professional Designation from the CPSA rank in the top 25% of sales within their organizations!

With a current promotion for $100 off, the cost of membership is $199 per person, for the year. I believe that the membership will help me further develop my sales skills with the goal of enhancing my performance in my current role.

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

Sincerely,

[insert your name]