Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Professional Sales Management Course offered by the Canadian Professional Sales Association (CPSA). This is a 5-week training program that teaches critical management skills that I believe will enable me to lead my sales team to success. This course focuses specifically on the challenges faced by sales managers and teaches them how to manage and coach salespeople with varying degrees of motivation, experience, skill, and success. This will result in consistent results and revenue for not only the team, but also the company.

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

* Describe how selling and sales management has changed and how to adapt to virtual or hybrid team management.
* Gain clear expectations of the multiple roles you play as a Professional Sales Manager, from Strategist to Talent Manager.
* Create tailored go-to-market sales strategies for each of your customer segments.
* Shape your sales culture by effectively defining and delivering your vision with a five-step process.
* Successfully guide your team through periods of change or upheaval with specific and proven change management techniques
* Define a formal sales process for your team and identify the skills required to be successful every step of the way.
* Understand the tools that support sales performance management.
* Develop motivational compensation plans that make financial sense.
* Select the appropriate type of training for your team and take the steps to measure results.
* Use collaborative coaching and individual performance plans to improve the effectiveness of each one of your reps.
* Complete regular performance reviews that provide constructive feedback and support performance plans.

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]