Hi [insert supervisor’s name],

As I continue my commitment to further my learning and professional development, I’ve discovered the Strategic Account Management Course offered by the Canadian Professional Sales Association (CPSA). This is a 4-week training program that teaches sales professionals how to maximize revenue potential by focusing on the most efficient and effective ways to manage multiple accounts. I believe this course will enable me to become an indispensable strategic partner for the company. It will further my ability to reduce competitive threats, strengthen client retention, and maximize return by taking more strategic approaches to my account management.

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

* Build strategies to elevate the strategic partnerships you have with key clients based on the value they seek from you.
* Describe personal development strategies for each of the key roles you play as a Key Account Representative.
* Calculate R.O.T.I. and build strategies to maximize it with each of your key accounts, and the individual sales opportunities you pursue with those clients.
* Plan the total amount of time you will allocate to each of the activities we conduct as Key Account Representatives, including all account management, business development, planning, and other responsibilities.
* Conduct a detailed analysis of the relevant segments of the market/industry we operate/sell in, using five separate criteria and/or analysis tools.
* Selectively target/identify key accounts to approach for new business development, based on a matrix rating of an account’s attractiveness to you, versus the value you offer the account.
* Extract insight from analyses and research to build an account plan based that outlines specific actions/strategies with associated timelines.
* Build a detailed annual business review for each of your existing key accounts.
* Develop a detailed profile of one of your key accounts.
* Develop a strategic account plan that optimizes efficiency and effectiveness for any key account or prospective account.
* Conduct a consultative investigation meeting with a client to uncover key information about their business, goals, and needs.
* Build a solid business case for your recommendations to key clients.
* Use appropriate communication methods to deliver effective sales meetings, presentations, and conversations using best-supported methods for each stage of the sales cycle.

This course is a fully online program that requires approximately 18 hours of study. 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]