

Convince your boss - Competitive Intelligence Certified: Masters

Hey **[manager]**, I'd love to take Product Marketing Alliance's [Competitive Intelligence Masters certification](#).

I've looked into alternatives, and no other course offers a curriculum this comprehensive at a comparable price point.

By the time I've finished the course, I'll be able to use what I've learned to:

- Build a tech stack to systematically track competitive intelligence.
- Conduct win/loss and primary research to uncover market insights.
- Visualize the competitive landscape with market maps.
- Enable sales and customer success with competitive positioning.

The goal is to make our competitive intelligence best-in-class. I'll do this by integrating CI into strategic decisions company-wide.

The course is 100% self-paced, so I'll be able to upskill alongside my current responsibilities, and apply what I learn immediately.

It costs \$500. Can I please expense it?

[Your name]