

How should I use this?

Trying to convince your manager to let you get coaching? We have created a customizable template you can use to prove the value of attending and become the rockstar you're destined to be.

Subject: Proposed: Leadership Consulting for AWS Marketplace Mastery

Dear [Executive's Name],

I'm writing to request your approval for our leadership team to participate in a one-day intensive consulting program focused on maximizing our success on the AWS Marketplace. As a high-growth SaaS startup, we cannot afford to neglect this lucrative cloud revenue channel.

This program, led by renowned AWS Marketplace experts, will equip us with a comprehensive marketplace strategy and alignment across our go-to-market teams:

1. Mastering the AWS Marketplace Ecosystem:
 - Understand cloud buyer procurement cycles to accelerate transactions
 - Develop co-selling strategies with AWS sales teams and channel partners
 - Optimize our listing for maximum buyer appeal and conversion
2. Unifying Our Marketplace Vision and Execution:
 - Align our CRO, CMO, and other executives on a unified marketplace roadmap
 - Craft a marketplace-specific GTM motion for hypergrowth
 - Identify cross-functional gaps and opportunities for revenue synergies
3. Establishing a Competitive Marketplace Edge:
 - Gain an information advantage on marketplace best practices
 - Stay ahead of emerging trends and competitor movements
 - Foster partner collaboration for agility and innovation

With industry reports indicating up to 3x higher ACV for offerings transacted on AWS Marketplace, this program represents a game-changing opportunity for us to rapidly unlock new recurring revenue streams.

The investment is minimal for the strategic value - a single day's commitment from our leadership can yield exponential returns in accelerated marketplace growth and dominance.

I strongly recommend we take advantage of this consulting offer before spaces fill up. An aligned, comprehensive marketplace strategy will be critical as we scale. Please let me know if you need any additional information.

Best regards,

[Your Name]

[Title]