

Convince the boss: Customer Advisory Boards Certified

Hi **[insert your boss' name]**,

I'm interested in taking part in Product Marketing Alliance's Customer Advisory Boards certification and would like to enquire if you'd be willing to provide the financial support for me to do so.

Customer Advisory Boards are an essential part of product marketing. They reveal how customers use products, which features they value the most, and which functionalities and/or tools would complement or enhance a product offering. Above all else, CABs contribute significantly to improving customer satisfaction and loyalty.

Taking this into consideration, I'm keen to heighten my core understanding of the area, and I believe this course would be the ideal platform for me to do so.

Product Marketing Alliance is a respected company within the field, and esteemed companies such as IBM, LinkedIn, and G2 have all recognized the quality of previous courses they've brought to the market.

The course is 100% self-paced and will help me understand the strategic benefits of Customer Advisory Boards, source ideal CAB members, drive engagement among members, understand key CABs metrics, and much more.

The CABs certification includes specialist content created by product marketing experts and includes:

- 3 tried, tested, and vetted templates, exclusive to PMMs enrolled in the course.
- An official certification if I pass the exams.
- Tuition from a seasoned CABs expert.
- On-demand access to course content forever.
- 5 expert-led discussions.
- Expert video tuition.

This brings me to my next point. Product Marketing Alliance's Customer Advisory Board course is delivered by Bree Bunzel, Head of Global Customer Marketing at Dropbox. She has over a decade of experience in areas such as new client acquisition, existing client engagement, brand relevance, D4D rapid experimentation, design thinking, customer reference programs, internal engagement, sales, and is an expert in Customer Advisory Boards; she's highly respected within the industry.

I've researched other alternatives available, and I can assure you, Product Marketing Alliance's Customer Advisory Board certification surpasses other options, offering exceptional value for money and impeccable content.

Here's one of their reviews from a previous student:

"If you're planning on launching your first CAB, drop everything you're doing and take this course! Not only will it provide you with valuable resources and frameworks, but it'll also help you avoid a lot of 'first time CAB' mistakes and pitfalls."

Mark Assini, Product Marketing Manager at Voices

I have no doubt Product Marketing Alliance's Customer Advisory Boards certification will give me and my colleagues the knowledge and tools needed to improve the current standards at **[company name]**, improve our product, and bring in more revenue for the company.

I'd be thrilled to discuss this exciting opportunity with you in further detail. In the meantime, you can find more details about what's included, the syllabus, as well as an FAQ [here](#).

If there's anything else you need, please let me know. I'd be more than happy to help.

Thanks,
[Your name]