

Convince your boss

Customer Retention Blueprint Advanced Micro course

Hey [insert name],

I've been doing some research about how to improve our customer retention strategies at **[insert company name]** and I noticed that Customer Success Collective have a program on this very topic. It's called the **Customer Retention Blueprint Advanced Micro course**. I'm really keen on enrolling and was wondering whether **[insert company name]** would be willing to offer any financial support for me.

The thing that's really drawn me to it is that it's only an hour-long, making it considerably shorter – and cheaper – than most other courses on the market. I could take the course on my lunch break, or after work, and then start applying my new-found learnings straight away.

By the end of the course, I'll be more informed and confident in my efforts to produce retention strategies. This advanced micro-course will allow me to create a robust and holistic set of programs that **put customers at the center of everything** that our CS team does at **[enter company name]**.

I really believe CSC's program will help leverage my leadership skills and aid my ability to align our core customer success values across all departments at **[enter company name]**.

Here's a bit of background for you: CSC is a world-leading, reputable L&D community that has grown rapidly over the last year with the help of big brands like Microsoft, Catalyst, Google, Zoom, LinkedIn, and more. Here's what just one of their ambassadors had to say:

"CSC is a thriving online community that enables CS professionals around the globe to connect, network, and learn from who's who in the CS industry about the latest CS trends and key insights."

– **Vish Walia**, Customer Success Strategist at **Microsoft**.

Purchasing the course would allow me to learn the fundamentals and build a strong foundation of skills that'll equip me to master my own leadership skills at **[insert company name]**. In short, I genuinely believe a gold-standard program like the **Customer Retention Blueprint Advanced Micro course** will provide me with a platform to continue my professional development. You can find more information on this **advanced micro course** program [here](#).

Let me know if you have any questions or need anything else from me at this stage. I'd love to discuss the opportunity with you further.

Thanks,

[Your name]