

## Convince the boss: Messaging Certified | Masters

Hey **[Insert Boss' Name]**,

I've been doing some research about how to improve my professional abilities and noticed that Sales Enablement Collective has a Messaging Certified course. It's something I'm really interested in, and I'd like to inquire whether you'd be willing to offer financial support for me to enroll?

Messaging is an invaluable part of the sales enablement function because it's the optimal strategy to capture our audience's attention and articulate its success in a way that'll persuade them to purchase it. It also helps internal teams to understand the most important aspects of our product, gives us a better understanding of our target demographic, and boosts us to find our brand voice and identity.

Not only this, but Sales Enablement Collective is a respected company within the industry, and often collaborates with expert Sales Enablers to optimize their content. This course is supported by the best of the best, including:

- Holly Watson, at Amazon Web Services,
- James Doman-Pipe, at Remote, and
- Div Manickam, Author, Mentor, and Influencer.

The course is 100% self-paced, so won't affect my working hours. But, it *will* ultimately improve my skills within the role. Once I complete the course and pass my exams, I'll receive official certification and, of course, the knowledge needed to help us propel our product's to the next level.

The course includes:

- 6 modules.
- 5 hours' of content, including bonus footage from key experts.

- 80+ exam questions throughout to consolidate my learning.
- Facility to ask text-based questions throughout, all of which are answered by a PMM leader.

Plus, I'll have access to all of the course materials forever – including future updates.

I have no doubt that this would be a great investment, and I'd be more than happy to discuss this opportunity with you in more detail. If you'd like to do a bit more research of your own before we meet, you'll find all the information you need, including what's in the syllabus, [here](#).

Let me know if there's anything else you need from me at this stage.

Thanks,

**[Your name]**