



# Convince the boss: Persona Certified

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

I'm interested in participating in Customer Marketing Alliance's persona certification and would like to enquire if you'd be willing to provide financial support for me.

Personas are a critical part of the customer marketing function and can have a significant effect on the performance of other departments within the company, such as sales, marketing, and product, to name a few. I'm eager to heighten my understanding of the area's key principles and believe this route would be the ideal platform for me to do so.

Customer Marketing Alliance is a respected company within the field, and such is the quality of their persona masterclass, esteemed companies such as IBM, Klue, and G2 have all recognized the quality of the material included in each of the eight modules.

The course is 100% self-paced and will provide me with the opportunity to study during hours that wouldn't coincide with my regular working schedule. Upon completion, I'll receive an official certification, provided I pass the course's eight modules, all of which include real-life case studies to support my learning.

This course would also benefit the knowledge and productivity of my peers. Participants in the persona masterclass gain access to 11 vetted and tested templates, therefore, ensuring we're using the best materials available.

The persona masterclass includes comprehensive content created by marketing experts and comprises:

- 8 modules
- 57 exam questions
- 11 templates
- 5 coursework tasks
- 7+ hours of content
- Official certification

This guidance will prove invaluable in helping me and my colleagues streamline the personas process and elevate the standard of our practice; while there are other options available, I've researched the alternatives, and taking key factors such as features and price into account, Customer Marketing Alliance's persona masterclass offers exceptional value for money and quality.

Here's just one of their reviews:

*"One word. WOW!!!! And I mean WOW! I wish I had this when I built personas the first, second time. It would shorten the cycle of making them by weeks. Months." - Igor Kranjcec, Product Marketing Lead at Lemax*

Taking part in Customer Marketing Alliance's persona masterclass will undoubtedly give me the knowledge and tools needed to improve the current standards at **[company name]**. I have no doubt it would prove to be a wise investment.

I'd be delighted to discuss this exciting opportunity with you in further detail.

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

Thanks,

**[Your name]**