

Convince the boss: Advanced Product Marketing Certified

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

I'm interested in signing up for Product Marketing Alliance's Advanced Product Marketing Certified course and would like to enquire whether you'd be willing to offer financial support for me to do so.

I have my sights set on the next stage of my product marketing career, and it's essential for my professional development that I distinguish the right mindset on which I can build a platform for my future success.

Though I have an exemplary understanding of the PMM function, I need to consolidate, advance and adopt a more tactical and strategic approach, and this course has been designed to help professionals in a situation similar to my own do just that.

Product Marketing Alliance has established itself as the leading provider of industry training, teaming up with renowned professionals to help global PMMs enhance their practice. They're also known for their summits where speakers from the likes of **Google, IBM, and Adobe Advertising Cloud** have shared their expertise.

Advanced Product Marketing Certified is a truly unique course comprising X modules and X chapters packed with expert intel, with the curriculum spanning X hours. I'd also get access to X actionable templates and frameworks, each of which has been vetted and tested by industry leaders, and can be used to expedite our internal processes.

Product Marketing Alliance regularly collaborates with professionals at some of the world's leading companies, and they've utilized their network to full effect when

creating this curriculum, teaming up with the likes of positioning expert **April Dunford, Microsoft**, and **Visa**. The intel on offer is unrivalled, and I'm adamant I'll reap the benefits of their expertise.

I wholeheartedly believe Advanced Product Marketing Certified would prove to be a shrewd investment. It'd equip me with the knowledge and tuition needed to support my progression, enabling me to help **[company name]** improve its product marketing team.

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

Please do let me know if there's anything else you need from me at this stage.

Thanks,

[Your name]