[Date]

Dear [my budget holder]

**How can I sell more?**

Like you, I think about this all the time.

A reoccurring challenge I face is how to find the time and headspace to develop new management techniques and balancing the daily needs of the team along with achieving my personal targets.

I’ve been looking at what resources are available and thinking about what I need to develop my management confidence, and as a result of this, improving the sales from the team and my own personal number.

I believe I’ve found the perfect answer…

London School of Sales is a new online learning and development platform with blended coaching support. It has been created by salespeople for salespeople.

**Why is it different from other sales training?**

Because it is written by salespeople it is packed with real-life scenario learning. This is all geared towards developing a mindset and behaviours for sales leadership. In a nutshell, it will enable me to develop a personal toolkit.

**What’s included?**

* + Nine modules, each broken down into four micro units – 36 learning units.
  + Because it’s online it recommends self-paced learning. On average, a module per month to ensure it really sticks and then I can apply in my role

There’s also:

* + - * Clear learning objectives
      * Topic summary videos
      * Real-life discovery demos
      * Guided self-reflection
      * Top tips to maximise the learning potential
      * And, dozens of practical ways to implement the learnings into my day-to-day routines.
  + As I move through the modules I will be creating my personal toolkit that supports development of a growth mindset.
  + Topics included; self-awareness, embracing change, vision, values, people strategies, enhancing performance, improving results, decision making and credibility.

There’s also the option to upgrade and get 1:1 or 1: many coaching for each of the modules too.

**How much is it?**

Before I tell you the price. This stat reminded me that training is an investment. Not a cost.

**For every dollar a company invests in training, it receives about**

**$4.53 in return – which is equivalent to a 353% ROI.**

[Accenture]

Enrolment is £495 for the nine modules and this includes access to the platform for 12 months.

In addition, a bundle of 10 coaching sessions, each 60 minutes long, is available for £1,750. The aim of the guided coaching sessions is to:

1. Ensure understanding of the topics
2. Discuss concerns and roleplay scenarios
3. Agree next steps on how best to apply the learnings.

The coaching sessions are optional.

**Steve Rosen's (Author and CEO of Star Results) research suggests that 40% of**

**sales managers fail in their first 18 months because they aren't given the**

**proper tools to succeed in management roles.**

**The bottom line:** I’m aspiring to be a sales leader, just like you. What I love about London School of Sales is their ethos we should all ‘Be Proud To Sell’. By taking these modules I know it will develop my management skills, provide me with a toolkit to overcome some of the daily team challenges I waste too much time on, and, ensure I bring even more value to my role and result in higher sales for all!

I’m asking for £495, this is less than £3 investment per day. Remember the ROI stat above!

I’ll add this to our next 1:1 meeting and I’ll answer any other questions you have so we can sign off and I can get started on the modules asap.

Thanks