*Customize this letter to articulate why Forrester Certification will help you and your team reach your CX goals and transform your business.*

Dear [INSERT NAME],

I’ve been looking for best-practices research to guide our CX efforts here at [ORGANIZATION NAME]. We’ve been discussing how to strengthen customer loyalty and increase new revenue this fiscal year, and I’ve found a strong solution for your review and approval: **CX Certification from Forrester**.

Forrester has long been the go-to source for CX thought leadership, with more than 20 years of experience and research about what works for organizations like ours. I believe CX Certification is a solid investment for the future growth of our organization and will help improve our execution speed and confidence.

I propose to send myself and [X] other team members through the four-part CX Certification process:

* Core: CX Foundations
* Advanced: Customer Journey Mapping
* Advanced: CX Management
* Advanced: Innovating CX

There are two tracks available for the Core course: Professional and Champion. These two tracks accommodate all our levels of experience and support a common knowledge base across the team. The curriculum is the same — Professionals simply complete additional coursework. Here’s what [ORGANIZATION NAME] gains from certification:

* Business transformation. We’ll improve what we do for customers and how we do it.
* Expertise. We’ll learn research-based best practices we can implement immediately.
* Alignment. We’ll establish a common vocabulary/mindset across divisions.
* Access. We gain access to Forrester analysts’ expertise throughout the courses and have the option to add custom advisory.

The courses are all online and should not interrupt current work activities. I believe CX Certification from Forrester is the best choice to support accomplishing our vision because it:

* Fits our budget. It costs less than a conference, and there’s no travel required.
* Requires a low time commitment. It’s approximately 1–3 hours a week that can easily fit into schedules.
* Offers high payoff. Ninety-four percent of people who start the courses finish them and report that their teams have doubled their confidence in executing on critical CX initiatives.

The first CX Foundations course starts on [DATE] and costs US$2,049 per person. For [X] people x 4 courses, the total expenditure is [COST].

See the [Forrester website](http://go.forrester.com/certification) for additional details, and please let me know if you have questions.

Best,