*Customize this letter to articulate why Forrester Certification will help you and your team reach your marketing and revenue goals.*

Dear [INSERT NAME],

I’ve been looking for best-practices research to guide our marketing efforts here at [ORGANIZATION NAME]. We’ve been discussing how to improve processes and bring in new revenue this fiscal year, and I’ve found a strong solution for your review and approval: **B2B Marketing Certification from Forrester**.

Forrester’s addition of the SiriusDecisions research-based methodologies and proven strategies provides a blueprint for what works in B2B organizations like ours. I believe B2B Marketing Certification is a solid investment for my professional development, the future growth of our team, and will help improve our execution speed and confidence.

I propose to send myself and [X] other team members through the three-part B2B Marketing Certification process:

* Core: B2B Marketing
* Advanced: Demand And Account-Based Marketing
* Advanced: Portfolio Marketing

Here’s what [ORGANIZATION NAME] gains from certification:

* Alignment. We’ll establish a common vocabulary/mindset across product, marketing, and sales.
* Expertise. We’ll learn research-based best practices we can implement immediately.
* 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 B2B Marketing Certification from Forrester is the best choice to support accomplishing our vision because it:

* Fits our budget. It costs less than a conference, and it’s all online.
* 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 marketing initiatives.

The first core B2B Marketing course starts on [DATE] and costs US [PRICE] per person. For [X] people x 3 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,