# Request Letter for Strategic Sales Management

# Date [insert date]

Dear **[insert** **your senior leader’s name here]**,

I’m writing to request your support in attending the Strategic Sales Management program offered by Harvard Professional and Executive Development, a unit within the Division of Continuing Education (DCE). This highly focused, results-driven program is designed for sales professionals ready to elevate their leadership, coaching, and strategic impact — and I believe it’s the right next step for accelerating both my growth and our team’s performance.

## Why This Program — and Why Now

In an increasingly competitive marketplace, strong sales execution isn’t enough. What sets high-performing teams apart is the strength of their leadership — how they’re coached, how they’re developed, and how they're aligned around a shared vision. This program dives deep into the practices that consistently drive top-tier results, helping participants like me translate proven strategies into day-to-day action.

## Immediate Takeaways and Organizational Impact

Over the course of this intensive learning experience, I’ll gain practical tools and insights that I can apply right away, including how to:

* Use high-impact coaching techniques to unlock stronger performance across the team
* Apply proven techniques to improve training effectiveness and sales outcomes
* Build and sustain a championship culture that drives accountability and accelerates results
* Diagnose and improve our pipeline performance using tailored communication and leadership strategies
* Clarify and act on my professional purpose to lead with greater strategic intent

What sets this program apart is the combination of effective frameworks, real-world case discussions, and immediate application to our most pressing sales challenges. I’ll return with a clear plan to enhance team performance, strengthen collaboration across functions, and drive greater revenue impact.

## Maximizing the ROI

In addition to applying these insights directly within our team, I would be happy to share key learnings and best practices with our broader group, ensuring the value of the program extends beyond my individual participation.

This is a unique opportunity to learn from top faculty and peers from a range of industries — and I’m confident the investment will pay dividends in our team’s effectiveness, consistency, and growth.

Here are some additional details about the program:

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| **Strategic Sales Management** |
| **On-Campus Dates:** **[insert on-campus dates —** [**refer to the schedule for your program**](https://professional.dce.harvard.edu/programs/strategic-sales-management/)**]** |
| **Key Topics:*** Explore proven methods to effectively coach, train, and lead a highly effective sales organization
* Learn techniques to drive your own professional growth and career development
* Analyze your most urgent and important sales management issues
* Explore techniques for more effective communicating, coaching, and training
* Decide on actions to upgrade your sales management performance in your areas of greatest opportunity
 |
| **Program cost:** **[insert cost here]** |
| **Travel cost:** **[insert airfare/hotel/misc. here]** |

Thank you for considering this request. I look forward to discussing how this program can help advance both my development and our collective success.

Best regards,

**[Insert Your Name and Job Title Here]**