Hello [insert boss’ name],

I would like your support in attending **Women in Sales Summit** at the Excel Centre, London on the 27th June 2019. It is expected to welcome over 350 people to the event.

Here’s a quick list of what to expect from the event:

Inspiration & Motivation

* Learning from the most successful women in sales will help me to push the limits of my work productivity, learn new skills and stretch my comfort zone.
* The presentation series called ‘How I Got Here’ dedicated to showcasing women who have smashed the glass ceiling and delivered incredible results inspiring me to do the same.

Career & Personal Development

* The Sales industry is changing so quickly, and we must learn how to anticipate how we can navigate the industry. There will be talks covering topics such as social selling, mentorship and forecasting which will help me gain insight to making the most of my career.
* The event is CPD certified meaning that I can gain 6 CPD hours allowing for professional development.
* 87% of previous attendees noticed that there was an immediate tangible change in their activity.

Business Strategies

* There will be sessions that deliver expert insight on the most important issues facing businesses including using tech to identify new prospects, challenging bro culture, and company authenticity.
* I’ll be able to share key learnings to further our long-term success.

The breadth of knowledge, skills and inspiration I’ll gain will enable me to contribute even more value to our business and provide real return on investment.

With your permission, I’d like to book my ticket before the price goes up – I can save up to 25% on my ticket if I register before the Early Bird rates sell out. There are only a limited number left.

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| --- | --- |
| Costs |  |
| Ticket |  |
| Transportation | **[Insert cost]** |
| Hotel | **[Insert cost]** |
| Meals | **[Insert cost]** |
| Total event costs | **[Insert cost]** |

For more information you can visit the site here: <https://www.women-in-sales-summit.com/>

Thank you,

[name]