



Email to request approval from manager

Copy and paste the email below to send to your manager requesting approval to enroll in Revenue Operations Certification

Subject: Professional Development Request: Revenue Operations Foundations Certification

Hi [Manager's Name],

I'd like to request approval to enroll in the [Revenue Operations Foundations Certification](#) from Revenue Operations Associates for \$995. This certification addresses a critical gap in my professional development and will deliver immediate value to our GTM operations.

Why This Certification:

While I have strong technical skills in my current role, this program will help me better understand our entire revenue cycle and strengthen my ability to drive strategic impact across our GTM teams. The certification is taught by world-class faculty including Stephen Diorio, author of the bestselling book *Revenue Operations*, and covers practical, actionable frameworks I can apply immediately.

Key Skills I'll Gain:

- Speak the language of finance and growth with leadership and cross-functional teams
- Identify and prioritize the highest-impact revenue operations initiatives
- Build data-driven business cases that quantify ROI for our projects
- Master the metrics and math across the entire revenue cycle
- Leverage AI and technology to scale our operations more effectively
- Drive cross-functional collaboration and change management

What's Included (\$995 investment):

- 8 hours of expert instruction from world-class faculty of c-level practitioners
- 11 comprehensive modules covering the entire revenue cycle

- Proprietary workbooks detailing high-impact RevOps projects we can implement
- A GTM maturity assessment tool we can use to evaluate the best 'levers' to improve GTM execution
- Self-directed format minimizes work disruption
- *Note: can be easily paid via a corporate card or credit card*

Expected outcomes:

- ✓ Ability to identify and prioritize the highest-impact revenue operations initiatives for our business
- ✓ Enhanced capability to build compelling business cases for cross-functional and executive level buy-in
- ✓ Improved collaboration and alignment across all GTM functions
- ✓ Industry credential that demonstrates professional Rev Ops expertise and commitment to excellence
- ✓ Access to proven frameworks and tools that can be immediately applied
- ✓ Better equipped to support our company's growth objectives and GTM strategy execution

Return on Investment:

The program specifically teaches how to communicate and quantify the value of revenue operations to senior management. I'll immediately apply these skills to improve how we prioritize initiatives, demonstrate the impact of our work, and secure resources for high-value projects.

I'm confident this certification will enhance both my immediate contributions and my long-term career development. I'm happy to discuss how the specific modules align with our current priorities and goals.

Would you be open to approving this investment in my professional development?

Thank you for your consideration,

[Your Name]