

JUSTIFY YOUR ATTENDANCE

Seeking approval to attend the **Sales 3.0 Conference on Dec. 8-9th**

At the Kennedy Space Center in Florida as we share ideas on how to **Skyrocket Sales in 2023**

Let us help you build a business case that leads to positive results:

- Reasons why you should attend
- Sample attendance justification letter

WHY SHOULD YOU ATTEND?

Sales 3.0 is the leading conference for sales, revenue, and sales enablement leaders in the country. Every conference focuses on the three major challenges organizations face: people, process, and technology. You will learn from bestselling authors, successful leaders, and industry analysts how to accelerate performance and accelerate revenues.

Our mission is to elevate the role of revenue leaders as a strategic function within an organization to enhance sales, marketing, and customer success. We are part of *Selling Power* magazine with over 50,000 subscribers in over 60 countries worldwide.

Networking & career advancement: Thought leadership in the sales and revenue operations space is evolving quickly. Shift your focus from working in your business to working on your business and compare notes with your peers that face similar challenges as you do. Invest time to connect with decision makers and those who conduct and build America's leading sales organizations.

Education & inspiration: Explore current best practice principles, discover new tech tools, and learn how to maximize your organization's impact in the market. Attend and participate in stimulating and thought-provoking discussions.

Options: In addition to our line-up of keynote speakers, visit the exhibition hall, and take an active role in networking. You'll also enjoy a special dinner under the Saturn V rocket and help celebrate the CRO of the Year Award winners.

SAMPLE ATTENDANCE JUSTIFICATION LETTER

Use the sample letter below as a starting point for putting together your request for attendance. Simply personalize it to your unique organization. This letter will help outline the value that attending the Sales 3.0 Conference offers not just to you as a professional but to your entire organization.

Dear **[NAME]**,

I would like to request approval to attend the Sales 3.0 Conference: **Skyrocket Sales in 2023** being held on December 8-9th 2022 at the Kennedy Space Center, Florida. This 2-day event is expected to gather over 250 global, director-level sales and revenue leaders. It will provide me with the perfect opportunity to share and learn best practices and network with a wide range of industry experts and peers from all over the world in a single event.

Sales 3.0 is the leading conference provider with a 14-year history of serving sales and revenue leaders around the globe. The company is part of *Selling Power* magazine, dedicated to elevating the role of sales and revenue leadership as a strategic function within an organization to advance people, process and technology and drive growth.

Because Sales 3.0 is the premier organization in the space, I can attend sessions that are directly applicable to my work and to our company. Practitioners and researchers from around the world will be presenting their case studies, results, and lessons learned. Not only will I be able to learn from those experiences and gain new ideas and techniques, but I will also be able to meet and interact with top-level experts and other participants with whom our company could collaborate in the future.

The registration fee for this event is:

\$795: In Person Conference (*Early bird price through 10/6. Regular pricing of \$995 after deadline.*) *Given that budgets are tightening, let's lock in the discount price by providing the approval to register today.*

Thank you in advance for your consideration. Please let me know if you would like additional information about the Sales 3.0 Conference.

Best Regards,

(Your Name)