

JUSTIFY YOUR ATTENDANCE

Seeking approval to attend the Sales 3.0 Conference on June 5-6, 2024, at the Green Valley Ranch Resort Spa and Casino in Las Vegas, NV. The theme of the conference is: **CRO Summit Revenue Innovation and Acceleration**

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 AI and other 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 can also help celebrate both the annual Revenue Enablement Excellence and 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.

Hi [NAME],

I would like to request approval to attend the Sales 3.0 Conference, “CRO Summit: Revenue Innovation and Acceleration,” being held on June 5-6, 2024, at the Green Valley Ranch Resort Spa and Casino in Las Vegas, NV. 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 16-year history of serving sales and revenue leaders around the globe. The company is part of the *Selling Power* organization, dedicated to elevating the role of sales and revenue leadership as a strategic function within an organization to advance people, process and technology and to 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 only \$795, which is budget-friendly pricing when compared with other conferences which cost in the thousands, and do not offer the level of ROI that Sales 3.0 offers. Given these facts, let’s secure my spot 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.

Regards,

[YOUR SIGNATURE]