Hi ______.

I am writing to request training on building and managing CRO services. Taking this course will allow me to manage clients, improve our processes, and sell our services better.

I already found a credible training company with a course on this subject. Details Below:

**Company Name:** ConversionXL Institute, a leading training institution for conversion optimization  
**Curriculum:** it's a 4-week, 8-class live course that teaches everything from setting up processes to hiring and optimizing our own services to make more money, save time, and keep clients longer.

Class 1: Fundamentals of CRO  
Class 2: Building a Team and Pitching Clients  
Class 3: Operational Methodologies of CRO Agencies  
Class 4: CRO Tools and the Psychology of Selling  
Class 5: All About the Kickoff Meeting  
Class 6: Audits and Setting up the Pieces to Win  
Class 7: Setting up the CRO Process  
Class 8: Running Tests and Iterating  
Class 9: Optimizing the Optimization Process

**Cost:** $499 one-time fee  
**Training schedule and duration:** Live online classes from April 24th to May 22, twice per week, 90 minutes per session (13.5 hrs total).

There will be a test in the end, and I will get a certification of completion.

Bottom line: I think the company will get a strong ROI from this course. I can immediately put the new skills in use to help us build a better CRO agency.

Thank you,

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