



*Your boss should enroll you in the upcoming Demand generation course. Customize this email template using the information gathered in your research.*

Hi \_\_\_\_\_,

I am writing to request training about demand generation. Knowing how to align sales and marketing to build a demand generation engine is crucial for anyone in the digital marketing and optimization space. If we can improve our demand generation strategy, even incrementally, the ROI would be huge. I already found a credible training company with a course on this subject. Details Below:

**Company Name:** CXL Institute, a leading training institution for conversion optimization, growth, and analytics.

**Curriculum:** it's an 8-class course which will provide a toolbox of practical methods and optimization tactics for lead and demand generation. The instructor is a recognized demand generation specialist, growth consultant and trainer.

**Classes:**

Class 1: The foundation of demand generation

Class 2: Marketing and sales alignment and enablement

Class 3: Entering the mind of the ideal buyer

Class 4: The law of attraction - crafting the perfect content to attract leads to your business

Class 5: From attraction to demand - turning eyeballs into leads

Class 6: Fuel for your demand gen engine: content promotion

Class 7: Targeting your perfect lead with outbound marketing

Class 8: Nurturing your leads using email and Facebook Messenger bot workflows

**Cost:** \$499 one-time fee

**Training schedule and duration:** Fully online classes, approximately 45 minutes per session.

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. A thorough understanding of demand generation is a precious tool, so if we can move the needle a little bit, it means huge ROI for the business. We're learning from one of the best in the industry, too. I'd love to take this course.

Thank you,

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