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To: [Vice President of Human Resources / Your Direct Manager or appropriate title]

From: [Your name]

Subject: National Sales Network’s 27th Annual Conference

National Sales Network will convene for its 27th Annual Conference on August 7-9, 2024. Over 2,500 professionals from various industries are expected to participate in three days of workshops and executive level presentations geared toward enhancing sales skills, improving sales leadership effectiveness, and learning leading edge sales strategies and tactics. The theme of this year’s conference is “The Customer’s Experience.”

Corporations like ours are increasingly becoming aware of the value that NSN offers to its participants. NSN conference attendees can discover what it takes to be successful in a changing marketplace and acquire tangible skills that go beyond what is offered by company driven internal sales & sales management training programs. NSN Conference attendees interact with executive-level professionals and are inspired by nationally renowned speakers. They take part in interactive tracks (see below) that fine-tune skills, enhance professional development, build working relationships, and increase business acumen.

**Track** **Number of Workshops / Sessions**

Sales Professionals 5

Next Step Sales Managers 3

Sales Managers 5

Sales Executives 1

Women Only 4

Early Career Development (under 30) 5

VP of Sales Panels (general session) 2

Career Strategies 2

Featured Speakers (general session) 8

**Harvard University Partnership:**

The conference will also include a 2-day Strategic Sales Management Certificate session specifically for sales managers who are identified as potential future executives. This course is taught by Harvard University faculty.

Established in 1992, National Sales Network is a 501(c)(3) non-profit organization whose mission is to meet the professional and developmental needs of diverse sales and sales management professionals. The purpose of the organization is to increase ***career growth*** and ***skill development*** as well as provide a forum for ***networking***within the sales profession. This is accomplished through the national professional conference, a national college student conference and 17 local NSN chapters and its 1 international chapter in London, UK. Please visit their website at **www.salesnetwork.org** for additional information.

**I am requesting your approval to cover the cost to attend the NSN Conference this year as a part of my professional development / individual development plan. I hope you will consider sponsoring my participation.**

Sincerely,

(Your name)