# **Convince Your Boss: APMP Certification and Training Template Letter**

Need a little help convincing your employer of the value of APMP certification and training?

This letter template is designed to point out the value and ROI potential of investing in APMP certification for employees.

Good luck with pursuing APMP certification—we can’t wait to celebrate your successes!

**How to use this template**

Throughout, example text is shown with **[red, bold underlined text in square brackets]**. This text should be replaced with your organization’s relevant information.

Directional text is shown with **[bold, highlighted text in square brackets]**. This text should be deleted once its instructions are followed.

**APMP Certification and Training Request**

**[Greeting]**

I am reaching out to request your support in pursuing my **[Foundation/Practitioner/Capture Practitioner/Professional]** certification from the Association of Proposal Management Professionals.

APMP Certification is the globally recognized standard for bid and proposal professionals. It equips employees in my profession with best practices that drive higher-quality proposals and stronger business results.

As someone who has worked in bids and proposals for **[time period]**, I know that continually enhancing my skills is key to helping **[Company]** achieve greater success. By earning my APMP certification, I can:

* Master internationally accepted best practices and strategies.
* Improve my efficiency and productivity.
* Share my knowledge with my team to streamline our efforts and boost our win rates.
* Ensure we stay ahead of our competition.
* Influence higher revenue for **[Company]**.

In order to achieve this certification, I would like to attend **[Authorized Training Organization]**’s training program, which will provide structured preparation while allowing me to stay focused on my responsibilities in our ongoing projects.

The total cost of the certification is **[Cost]**, broken down as follows:

**[Add/delete as appropriate.]**

* Training course: **[Cost]**
* APMP membership cost: **[Cost]**
* Examination fees: **[Cost]**
* Study guide: **[Cost]**

**[If you are not an APMP member and are looking to complete your Foundation certification:] Note:** If I purchase an APMP membership along with the exam, the total cost is $590, compared to $780 to purchase the exam as a non-member—resulting in significant savings while unlocking valuable industry resources.

I am confident that this investment will yield substantial returns for both my professional development and our organization’s success. Many companies, including [Dell Technologies](https://winningthebusiness.com/lessons-learned-how-dell-technologies-powered-up-its-teams-development/) and [Sodexo](https://winningthebusiness.com/from-good-to-great-six-steps-to-transform-your-team-an-apmp-case-study/), report strong ROI from investing in APMP certification, with measurable impacts on proposal success and revenue growth.

I am enthusiastic about applying what I learn directly to our work, and I look forward to bringing more value to **[Company]**. I would love to discuss this opportunity further and explore how my certification can align with our strategic goals. Please let me know a convenient time to connect.

Thank you for your thoughtful consideration of this investment.

**[Closing]**