

Subject: Proposal to Attend SCIP Virtual Workshop

I would like to attend a virtual workshop on Using Market & Competitive Intelligence Tools to Drive Efficiency & Growth, offered through SCIP. After having reviewed the program and researched alternatives, I am confident that this workshop will be directly applicable to my work and will have a positive impact on our organization's goals. There are several ways that participating will support my professional effectiveness:

The Revenue/Cost Savings Opportunities Are Substantial – The workshop will give me best practices to support the following goals:

- **Using Tools/Tech to Support an Intelligence Culture & Data-Driven Decision Making**
- **Using Tools/Tech to Enable Sales Effectiveness & Revenue**
- **Maximize the ROI from both Free & Paid MI/CI Tools**

The full program is [available here](#). After the course is done, I plan to share my knowledge and experiences with the other team members through a debrief, highlighting what I learned.

I Will Walk Away with Tools to Support Implementation – I will be provided with and get experience using several tools that I will be able to use immediately.

The Training's Sponsor is Highly Credible - SCIP is the leading global non-profit organization serving this discipline. Their Code of Ethics is the industry-standard for ethical practices, and over 900 professionals have been through their training programs. The course's instructors are leading figures on both the "Buy" and "Sell" side of MI/CI technology.

Because this is a virtual program, there are no additional costs to participate in this program. Thank you for considering my attendance as an opportunity to enhance my professional effectiveness.

Sincerely,
<your name here>

"I would have paid 10X for the amount of valuable insight and information that was shared through the SCIP virtual workshop."



Chris Cullen
Huntington Ingalls