To

[The Recipient Name]

Dear Joe,

My name is Alton Nick, and I am the head of the Digital Marketing department in your company. It has been 3-years since I am serving [XYZ] in this position, and I take great pride to say that we have come a long way since then. Under my supervision and the entire department’s efforts, we have been accomplished in taking the company to the front lines in Arizona’s digital marketing industry.

Nevertheless, now I feel a vacuum in the current trends and modern techniques of the industry and our company’s skillset. Given this fact, several other companies have successfully overpowered us and taken the charge. They have taken their company from a small business to a renowned brand.

After doing thorough research on all the causes and effects and consulting a few gurus in this field, I have come up with an idea to groom the entire team of the department.

I have selected a few additional workshops and training from top-notch training organizations in the state to acquaint ourselves with the latest skillset. After pursuing this training, we will take the top position back into our hands and the company will succeed by leaps and bounds.

I have attached all the necessary details of these organizations and their training programs. I request you to pay the fee and additional charges for them because, after all, it is only in the best interests of the company.

I also assure you that you will not need to reschedule or change our position for this as we seek to continue in our current position and work schedule.

Should you have any questions, please feel free to call me in your office and I’d love to present the whole plan in front of you.

Sincerely,

Alton Nick,  
Project Lead,  
Digital Marketing