



Chartered Institute of  
Professional Certifications  
1006 N Rexford Street  
Beverly Hills, CA 90210

Date

Dear {Manager},

I would like to enroll in the Certified Customer Success Manager (CCS™) Program to further strengthen my knowledge and capabilities in managing customer success as a strategic business function, and I would like to gain your approval to attend this program. By attending this program, I will deepen my understanding of customer lifecycle management, retention strategies, and customer value creation, while gaining practical skills that can be directly applied within our organization to improve customer engagement and long-term growth outcomes.

Led by Michael Brandt, a globally recognized customer success and customer experience strategist with over 25 years of international leadership experience, this program will equip me with in-depth knowledge of key customer success disciplines, including customer segmentation, onboarding and adoption management, Customer Health Scores, renewal and retention strategies, stakeholder engagement, and the use of customer success platforms and analytics. These capabilities are essential to strengthening our organization's ability to manage customer relationships proactively, reduce churn, and support predictable revenue performance. Some of the key skills this program will bring include:

- Customer Segmentation and Prioritization
- Customer Value and Outcome Mapping
- Onboarding Program Design
- Customer Health Score Development
- Customer Data Analytics
- Churn Risk Prevention
- Customer Journey Mapping
- Voice of Customer

I believe these skillsets will prove invaluable to me and you can be assured that after attending this online program, I will be able to contribute even further to our organization's customer success initiatives by applying structured, data-driven approaches that improve customer outcomes and business performance. In addition, this program will allow me to earn the Certified Customer Success Manager (CCS™) designation which I strongly believe that the key skills that I will gain from this program will also significantly enhance our performance and team credibility.

I look forward to gaining your approval to attend this online program.

Sincerely,  
Your Name