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**Make Your Case to Attend**

**SALES LEADER FORUM**

**Need help convincing your supervisor to let you attend the** [**HSMAI Sales Leader Forum**](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/)**? Customize this message and send it to them.**

Dear \_\_\_\_\_\_\_\_\_\_\_\_,

I would like to attend the [HSMAI Sales Leader Forum](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/), which is being held in-person in Long Beach, California, on November 8, 2023.

There are some compelling reasons for me to attend\* — including benefits for you and our company:

* I’ll learn the latest ideas, trends, and best practices in sales and sales leadership — a must to face the challenges of this fast-paced environment.
* I’ll bring back practical ideas — that we can put to work right away — for increasing the efficiency and effectiveness of our sales team, driving profit throughout the customer journey, and anticipating and responding to headwinds.
* I’ll meet with vendors and industry experts, becoming familiar with the products, solutions, and services they offer — to help us make more effective solution choices.
* I’ll share what I learn with our whole team, so we can all benefit.

The HSMAI Sales Leader Forum is a great value. Registration fees are much lower than those for most meetings of this caliber — $\_\_\_\_\_\_\_ *[insert correct price for your category – see details* [*here*](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/#1563395833169-593554c0-5618)*]* for the early-bird rate, which expires October 11. And Long Beach offers some of the best food and lodging prices of any major convention location.

My estimate of our ROI on this educational conference is \_\_\_\_\_\_\_ *[insert your ROI estimate from the ROI calculator below along with support data and rationale]*.

As I think you know, HSMAI — Hospitality Sales & Marketing Association International — is the hotel industry’s leading advocate for intelligent, sustainable hotel revenue growth. HSMAI provides hospitality professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue, including events that offer exceptional networking and educational opportunities.

Please let me know if you would like additional information, or check the HSMAI website ([americas.hsmai.org](https://americas.hsmai.org)) for more information about my professional association and its activities.

Thank you for considering my request. I look forward to your reply.

Regards,

[Your Name]

**\* Other Possible Talking Points to Include in Your Ask**

* I have been accepted to present a [session, paper, presentation] about:
* My attendance will provide me with access to sessions that will help me complete the following projects: *Enter details of upcoming or ongoing projects, plus any* [*conference sessions*](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/#1563395833131-d90fbb78-2b5b) *that cover related issues.*
* I need to meet with the following vendors with whom we already do business because:
*Choose the most relevant exhibitors from the* [*conference partner*](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/#1563463441766-ea1d0c08-e5ce) *roster and explain why you want to meet with them. Do you have an access problem they can help solve? Do you need to see an upgrade of something you currently license?*
* I would like to meet with the following vendors with whom we currently don’t do business because: *Choose the most relevant exhibitors from the* [*conference partner*](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/#1563463441766-ea1d0c08-e5ce) *roster and explain why you want to meet with them.*
* The educational program at this year’s conference includes sessions touching on several important topics for our company. I want to attend the following sessions that will allow me to learn about best practices in: *Review the* [*conference sessions*](https://americas.hsmai.org/eventshome/conferences/sales-leader-forum/#1563395833131-d90fbb78-2b5b) *and prioritize those that are most relevant to your role and your company.*
* Attending the conference will not only give me access to the latest trends in hotel sales, but will also provide me with professional development opportunities at a very reasonable cost. I will qualify for 8 continuing education hours, which can be used for my [Certified Hotel Sales Leader](https://americas.hsmai.org/certification/certified-hotel-sales-leader-chsl-certification/), [Certified Hospitality Digital Marketer (CHDM)](https://americas.hsmai.org/certification/certified-hospitality-digital-marketer-chdm/), or [Certified Revenue Management Executive (CRME)](https://americas.hsmai.org/certification/%E2%80%8Bcertified-hospitality-revenue-management-executive-crme-certification/) certification *[specify either application or renewal]*.

# ROI Calculator

# Return on investment (ROI) is a financial ratio you can use to calculate the benefit your company will receive in relation to their investment cost for sending you to the conference.

# Divide the Returns by the Investment. The higher the ratio, the greater the ROI.

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| *returns* |  | *investment* |  | *ROI* |

**Investment Calculation**

Start by understanding what attending the conference will cost.

|  |  |
| --- | --- |
| **EXPENSE ITEM** | **INVESTMENT** |
| Conference Registration (includes all sessions, plus breakfast, lunch, reception) | $ |
| Flight or Mileage | $ |
| Ground Transportation | $ |
| Parking | $ |
| Hotel | $ |
| Meals | $ |
| **TOTAL INVESTMENT** | $ |

**Returns Calculation**

Next determine the benefits – or returns – you expect from attending the conference. Put a dollar figure on each benefit to the greatest extent possible.

***Option 1: Focus on Learning & Development***

Divide the cost of sending one person to the conference by the number of people who will ultimately learn from its content. Compare it to the average cost of similar learning and development programs or initiatives.

***Option 2: Focus on Cost of Procurement***

If your company is in the process of looking for a solution or service, attending the conference which features a number of providers can be an efficient way to interface with some of the options. So, attending the conference can be classified as part of the total cost of procurement.

***Option 3: Focus on Value of New Ideas***

Implement enough new ideas from the conference that will increase your profits or revenue to cover the costs of the conference. For example, implement an innovative idea for revenue beyond rooms, such as increasing function space profitability. Or, gain enough ideas to sell an extra 10 room nights a week [(10 room nights x $150 a night) x 7 days = $10,500 a week].

|  |  |
| --- | --- |
| **RETURNS & BENEFITS** | **VALUE** |
| Learning & Development | $ |
| Cost of Procurement | $ |
| New Ideas | $ |
| Other: | $ |
| **TOTAL RETURNS** | $ |