**Make Your Case to Take HSMAI Certifications CHDM, CRME, or CHSL**

Need help convincing your supervisor to let you get an HSMAI certification? Customize this message and send it to them.

**Dear [Supervisor's Name],**

I am writing to request your support in obtaining a prestigious certification offered by the Hospitality Sales & Marketing Association International (HSMAI). These certifications significantly enhance skills and knowledge, ultimately benefiting our team and company.

Here are the compelling reasons for pursuing the certification that I believe would be most beneficial for our organization and my contributions to it: (choose the certification you want your organization to pay for)

* **Certified Hospitality Digital Marketer (CHDM)**: The CHDM certification demonstrates proficiency in digital marketing, upgrades skills, and helps the applicant to better understand how digital marketing intersects with various areas of responsibility. It is designed for established hospitality digital marketing professionals and those in sales, marketing, and revenue optimization who want to expand their roles.

**Requirements:** At least a year in a professional hospitality position and at least 50 points on the CHDM application.

***Topics Include****:*

* *Owned Media*
* *Earned Media*
* *Paid Media*
* *Digital Intermediaries*
* *Trending Topics*
* *Measuring & Managing Digital Performance*
* **Certified Revenue Management Executive (CRME)**: The CRME certification validates expertise in revenue optimization, demonstrating both tactical and strategic proficiency. It is intended for professionals who want to showcase their skills and increase their knowledge of revenue management.

**Requirements:** At least a year in a hospitality revenue management position and at least 50 points on the CRME application.

***Topics Include****:*

* *From Revenue Management to Revenue Strategy*
* *The Revenue Professional*
* *Economics and its Role in Revenue Optimization*
* *Departmental Integration*
* *Understanding the Market*
* *Segmenting Customers and Utilizing Sources to Target Optimal Mix*
* *Forecasting, Pricing and Inventory Control*
* *Performance Analysis*
* *Strategic Distribution*
* *The Interdependence of Sales & Revenue Optimization*
* *Emerging Elements Impacting Revenue Strategy*
* **Certified Hotel Sales Leader (CHSL)**: The CHSL certification recognizes the knowledge, experience, and capabilities of hotel sales leaders. It is designed to propel sales leaders to be recognized for their well-rounded expertise in hospitality sales.

**Requirements:** At least two years of experience in hospitality sales with the job title to reflect that, and at least 50 points on the application.

***Topics Include****:*

* *Managing the Sales Function*
* *The Convergence of Sales Fundamentals and Technology*
* *Group & Catering Business*
* *Business Transient and other Direct Sales Segments*
* *Competitive Intelligence*
* *Revenue Management*
* *Leveraging Data Analytics*
* *Business Acumen*
* *Digital Marketing*
* *Distribution*
* *Leadership*
* *Effective Communication for Sales Leaders*
* *Recruiting & Retention*

**Benefits to Our Company**

* **Showcasing Team Talent:** These certifications will not only enhance individual skills but also demonstrate our team's expertise and commitment to excellence. This can be showcased to key stakeholders, such as owners and franchisees, highlighting our team's capability to drive success and innovation within the organization.
* **Enhanced Skills and Knowledge**: These certifications will equip me with the latest industry knowledge and best practices in [pick one: digital marketing, revenue management, and hotel sales]. This will enable me to contribute more effectively to our team and drive better results.
* **Practical Application**: The insights and skills gained from certification can be immediately applied to our current projects, improving our marketing strategies, revenue optimization efforts, and/or sales processes.
* **Increased Efficiency**: By understanding and implementing the best practices learned through the certification, we can increase the efficiency and effectiveness of our [pick one: marketing, revenue, and/or sales] team, ultimately driving profit throughout the organization.
* **Professional Development**: Pursuing this certification demonstrates a commitment to professional growth and continuous learning, which can inspire and motivate the entire team.

**Cost and Investment**

The investment in these certifications includes the application fees, the cost of the study materials, and an exam. Here is a breakdown of the estimated costs:

* **CHDM Certification**: $500 HSMAI members | $675 non-members
* **CRME Certification**: $500 HSMAI members | $675 non-members
* **CHSL Certification**: $500 HSMAI members | $675 non-members

Implementing new ideas and best practices from these certifications can lead to increased revenue, improved efficiency, and better decision-making.

I believe that obtaining an HSMAI certification will provide significant value to our team and company. Please let me know if you would like additional information or if there are any specific details you need to support this request.

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

**Regards,**

[Your Name]