Subject: A Plan to Improve our Client Retention

Hi [Boss’ First Name],

Last year we acquired [X number] new clients, and unfortunately lost [X number] clients at an estimated revenue of [$xxx] per client for our company. I have been doing some research and have found a solution that I believe will help us and me significantly improve our level of service to our customers. This improved service will directly impact our company's bottom line. I want to request your approval for reimbursement of training expenses.

The biggest challenge we have as account executives is advising and servicing our customers to reduce their worker's compensation costs. I want to increase my level of workers' compensation expertise and approach client meetings with higher-level thinking.

The Amaxx Workers' Comp Training Center is the industry leader in training explicitly focused on cost containment best practices for our employer clients. For over 30 years, the company founders, Rebecca Shafer and Michael Stack, have helped companies reduce workers' compensation costs by 20-50%. Their clients have included Wyeth, Great A & P Tea Company, Rite Aid, First Group/Laidlaw, Cablevision, Continental Airlines, Vivendi Universal Orlando, The New York Times, TV Guide, CVS, Knight-Ridder, New Haven Terminal and Centerplate among others. Their work has been mentioned in publications such as The Wall St. Journal, and was the cover story in Risk Management's Workers' Compensation Editions two years in a row.

**Service Our Clients at a Higher Level**

I'm excited about the program, as I believe it will allow me to serve our clients at a higher level. This improved level of service will not only increase client retention, but I expect it will also have a positive effect on new customer acquisition.

I plan to pursue the Certified Master of Workers' Compensation – WC Claims Management designation.

The curriculum for this certification includes these courses:

* How to Execute A Bulletproof Workers' Comp Claim Investigation
* How to Use Evidence-Based Medicine to Create Better Workers' Comp Claim Outcomes
* How to Use Nurse Case Management to Improve Outcomes and Lower Workers' Comp Costs
* How to Determine Workers' Comp Injury Causation
* How to Identify EARLY Indicators of Expensive and Problematic Workers' Comp Claims
* How to Avoid, Manage, and Win Workers' Comp Litigation
* Highly Effective Strategies to Manage Catastrophic Workers' Comp Claims
* How to Control Prescription Drug Costs, Avoid Abuse, and Deliver Pain Relief
* Critical Trade Secrets to Settle the Most Difficult Workers' Comp Claims
* The Process to Successfully Settle More Workers' Comp Claims
* How to Plan, Prepare, & Execute a Meaningful Work Comp Claim Audit

**Cost and Return on Investment**

The cost of this training is $99 / month. It is all done online, so there are no additional travel expenses. If we are not seeing a return on investment, then we will be able to cancel our membership at any time. The easiest way we will be able to track our ROI is by improving our client retention and new customer acquisition.

If we lost one of our accounts, the average revenue the loss would be [$xxx]. If we saved just ONE current customer, that would pay for our membership for many years.

Based on the results of others who have been through the program, I expect we will achieve significantly better results than considering just one client. Here are a few testimonials from other member experiences:

* **Tony Pisciotta, Area Vice President, Arthur J Gallagher:** "Whether the clients are mid-sized, small, or some of my largest companies, which are household names; this information is vital."
* **Carly Russo, Senior Vice President, RWJ Barnabus Health Corporate Care:** "I can tell you in our organization, and we are a very large organization, the financial results were significant. It has been more than wildly successful for us."
* **Marty Maynard, Risk Manager, Town of Windsor, CT:** "This program is well worth it; you can study areas on your own and go through the training sessions. It has been a great source of education for me."
* **Toby Soboleski, Senior Field Adjuster, Strategic Comp:** "The financial aspect is minuscule compared to the amount of money that you could potentially be saving your company by utilizing things that you learn in this community.
* **Brad Waldo, Insurance Broker, Waldo Agencies:** "This training will set you apart from other brokers. What you pay is so little in comparison to what you get. I would not hesitate to join."

To hear more detail on these member experiences, here is a link to a video for your reference: <https://workerscomptraining.com/wctestimonial/>

Thank you for your consideration of this request.

Sincerely,

[Your Name]