Subject: A Plan to Increase Our Revenue

Hi [Boss’ First Name],

Last year as a producer, I brought in [$xxx] of revenue for our agency, with the average revenue of my top five clients being [$xxx]. I have been doing some research and have found a solution that I believe will help me differentiate myself in the marketplace to acquire and service more high-revenue producing customers. This increased revenue will boost our agency's bottom line. I want to request your approval for reimbursement of training expenses.

The biggest challenge we have as insurance producers is separating ourselves from other brokers. We also know workers' compensation is the biggest pain our clients and prospects face. However, workers' comp has become a commodity, based only on bidding and quoting the lowest price. I want to increase my level of workers' compensation expertise, set myself apart from the competition, and approach client and prospect 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.

**Certified Master of Workers' Compensation – Insurance Advisor**

I'm excited about the program, as I believe it will allow me to gain buy-in from senior leadership at larger companies. This skill will increase our commission and give us a foot in the door to take over the remaining insurance policies of the organization.

I plan to pursue the Certified Master of Workers' Compensation – Insurance Advisor designation.

The curriculum for this certification includes these courses:

* How the Experience Modification Factor Affects Workers Comp Costs
* How to Properly Classify Employees to Pay the Least Workers' Comp Premium
* How to Plan, Prepare, & Execute a Meaningful Work Comp Claim Audit
* How to Determine Which WC Insurance Structure is Right for You
* The Step by Step Process to Create an Elite Workers' Comp Program
* Highly Effective Workers' Comp Communication Strategies: What To Say & How to Say It
* The No Holds Barred Definitive Guide to Return to Work Best Practices
* How to Leverage Injury Triage To Immediately Return 95% of Injured Employees to Work
* How to Measure Workers' Comp Success with 5 Critical Metrics
* How to Train Supervisors to Become Workers' Comp Advocates

**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 I lost one of my top five clients, the average revenue loss would be [$xxx]. If I'm able to bring on another client similar to my top five, the increase in revenue would be [$xxx]. If we saved just ONE current customer or won only ONE piece of new business, 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:

* **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."
* **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.

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]