Date: (today)

To: (manager name/s)

From: (my name), (my title)

Re:  Help me boost our Atlassian ROI by earning an Atlassian Certification

(name/s),

Throughout my career, I’ve sought to make myself more valuable to the company. I want to be the best at what I do, and I want to get (company name) the most out of our investment in Atlassian products. Because of that, I'd like your support in advancing my skills and becoming an Atlassian Certified (credential name here).

Here are the costs:

* The Certification Prep training course costs **$150.**  It's highly recommended as the starting point for preparation, and will significantly increase my chances of passing the exam on the first try. I'm also informed that this training, and general preparation for the exam, will prove to be a great learning resource.
* The Certification Exam costs **$350**. After I'm Certified, not only will I remain on the cutting edge of Atlassian's products and features, but I will be joining a community of other certified professionals who I can continually learn from.

Here's what we'll get out of the certification:

* Get more use and customization out of our investment in (product/s). Atlassian Certified Professionals have to demonstrate their ability to take high level business goals and translate them into technical solutions, supporting the day-to-day functionality of all the teams that use (product/s).
* Maintain top-notch, in-house skills and support for our mission critical applications and all of the teams that rely on them.
* And of course, knowing you have employees that are dedicated to being the best in their roles!

Thank you for considering this opportunity. I hope you can see that it's a great investment in the success of not only my role, but all the teams I support and work with.  Let me know if you have any questions!

(your name)