*Your boss should enroll you in the SaaS Metrics Live Course. Customize this email template using the information gathered in your research.*

Hi \_\_\_\_\_\_\_\_\_\_,

I’m writing to request training on SaaS metrics and finance. I discovered a top-ranking course with an intensive program that will teach me how to implement important SaaS metrics in our business.

**Outcome**

I’ll have the framework and templates used by an actual SaaS CFO to improve financial transparency, avoid costly financial mistakes, and improve business decision-making.

**Who's providing the training?**

The SaaS Academy was founded by Ben Murray. He has spent 25+ years in finance and accounting and has been a SaaS CFO for 9 years. He has his CPA and MBA and has worked for founder-owned and private equity backed businesses. His blog has a following of 40,000+ subscribers at TheSaaSCFO.com.

**What’s included?**

This program is live and self-paced. It’s an 7-week intensive program that walks through the fundamentals of SaaS metrics and finance and how I can apply these concepts to our business. The course also includes extra resources such as SaaS benchmarks and 30+templates and models so that we don’t have to start from scratch.

There are quizzes along the way to make sure I’m learning and a certificate of completion once I complete all lessons in the course.

Another huge benefit of this course is the 2 years access to the content.

**Cost**

A one-time payment of $1,295 (early bird rate) for two years of access. This is the early bird rate and expires on March 25th.

**ROI**

It would take me months to recreate these templates and concepts in our business. Ben has iterated on these frameworks for years.

**Bottom line**

With my new skill set I will be able to boost our financial decision-making process. A thorough understanding of SaaS finance is a critical skill in SaaS businesses, and I’ll be learning from the best provider in the industry. I’d love to take this program.

Thank you,

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