**DATE**

**SALES MANAGER’S NAME**

**ADDRESS 1**

**ADDRESS 2**

**Subject:** Sales Growth Tech request

Hey FIRSTNAME,  
  
I would like to add this sales app to my tech stack.  
  
To hit our Quota and CX goals, I'm requesting that the company covers the more-than-reasonable cost associated with this: [Subscription to Veloxy](https://veloxy.io/pricing/)  
  
I've researched several other options, and this meets our needs the best. G2 recognizes them as a [Top 50 Sales Software](https://www.g2.com/best-software-companies/2022/top-sales?rank=41#rank-41), and they're also known for their rapid ROI.  
  
Here's 3 key features that would help us hit our goals:

1. automatic lead prioritization based on buyer behavior
2. Salesforce automation  (saves 1,000 hours per user)
3. guided selling and buyer signals

The subscription also includes access to a field sales masterclass, sales acceleration consultation, and personalized onboarding.  
  
The cost is $49 per month, paid annually.  
  
Thanks for considering. I strongly believe this will enable us to spend more time on the activities that generate revenue, and little to no time on the activities that don't.  
  
Thank you,

YOUR NAME & SIGNATURE