



## Approval ask: Attending PPS profitABLE Chicago

Dear [Name],

I am writing to formally request approval to attend the profitABLE Conference hosted by PPS in Chicago. This premier global pricing event brings together Fortune 500 practitioners, seasoned industry thought leaders, and hands-on workshops designed to enhance pricing strategy, profitability, and career growth.

**The sessions focus on strategic pricing improvements, change management, negotiations, competition, and best practices**, all of which are crucial for maximizing our company's profitability. Networking with top-pricing professionals will help me stay ahead of industry trends and benchmark our company's pricing practices against thought leaders **during persistent market uncertainty**.

Cost Breakdown:	Early Bird Price (Until March 27)	Regular Price
Conference + Two Workshops	\$3,695 (member rate)	\$4,195 (member rate)
Travel & Lodging (Estimate)	\$1,000 - \$2,000	\$1,000 - \$2,000

The **ROI is substantial; potentially a 3-10% margin increase through:**

- refining our value narrative, pricing strategies, and tool competencies
- fewer pricing inefficiencies, reducing unnecessary discounting and leakage
- improved pricing segmentation, leading to optimized customer profitability.

By attending [PPS profitABLE](#), I will bring back new, data-driven learnings to share with you and the team. This is not just an educational event—it's an investment in our company's competitive advantage. **I am confident that my participation in this conference will yield a profound impact on our strategy, revenue growth, and market positioning.**

Thank you for your time and consideration,

[Your Name]