

Pluralsight advocacy email

Get your company on board



1. What is it?

Use this email as a tool to introduce Pluralsight Skills and get buy-in from key stakeholders.



2. Who's it for?

This email is directed at a stakeholder in your company who's responsible for the buying decision. Customize the template to fit your needs and help initiate the conversation.



3. When should I use it?

Want to advocate for Pluralsight Skills across your teams? Use this email once you've decided Skills is the right solution for you and your team.

4. Show me an example

Subject line: Have you heard of Pluralsight Skills?

Body:

Hi, [name],

I recently discovered Pluralsight Skills, a technology learning platform we can tap into to close critical skills gaps and prep for certifications on our teams. Unlike conferences, classroom training, and other learning solutions we've explored, Skills offers unlimited access to relevant, expert-authored content we can use to upskill and reskill our tech and non-tech talent.

New courses hit the platform everyday covering today's in-demand topics, like AI, cloud, security, IT Ops, software development, and data. Skill IQ and Role IQ quickly and accurately measure skills so we can align the right people to projects. And it offers tools like searchable transcripts and on-demand mentoring to speed up troubleshooting and boost productivity.

Let's sync up so I can give you a tour of the platform.

Talk to you soon,

[name]