



AI TRAINING

FOR SALES PROFESSIONALS
MASTERING THE FUTURE OF SELLING

In today's high-velocity sales environment, mastering AI is no longer optional—it's a strategic necessity. This training program is designed to empower sales professionals across levels with the practical understanding, tools, and frameworks needed to unlock the transformative power of Artificial Intelligence (AI) and Generative AI (GenAI)

Why AI in Sales?

Sales is fundamentally about understanding customers, creating connections, and delivering value—areas where AI can dramatically enhance human potential. From automating repetitive tasks to generating hyper-personalized content at scale, AI reshapes the way sales teams operate, communicate, and win.

What You Will Learn

1. AI & GenAI Fundamentals - Understand how AI works, how GenAI differs, and why it matters in B2B and B2C sales contexts.
2. Prompt Engineering for Sales- Learn how to “talk” to AI tools effectively to generate cold emails, objection handlers, proposal drafts, competitor analysis, and more—on demand.
3. Sales Workflow Automation- Discover AI tools that automate prospecting, lead scoring, follow-ups, and CRM management—freeing you to focus on relationships and closing.
4. Real-World Case Studies - See how AI-first organizations are scaling revenue with intelligent automation, generative content, and custom GPTs—without needing to code.
5. Custom GPTs for Sales - Learn how to create your own personalized AI agents to support tasks like qualification scripts, pitch decks, pricing recommendations, and more.

Tools and Techniques Covered

- ChatGPT, Claude, Gemini, Perplexity (LLMs)
- Canva AI, DALL-E, ElevenLabs (creative sales assets)

- No-code AI agents for prospecting and outreach
- Advanced prompt frameworks: Chain-of-thought, Iterative Refinement, Role-based prompts

Outcomes for Sales Professionals

- Close faster with AI-generated proposals, case studies, and email sequences
- Convert better with tailored messages based on buyer personas
- Prospect smarter with AI-driven insights
- Save time with intelligent assistants built to your sales style

