



AI for Sales

SKILLS GAINED

- Leveraging Sales Data with AI
- Exploring AI Technologies for Sales
- Sales Integrating AI into CRM Systems
- Applying AI for Sales Forecasting
- Enhancing Sales Processes with AI
- Navigating Ethical Considerations in AI Sales
- Implementing AI-Driven Strategies for Sales
- Optimization

HANDS-ON PRACTICE

- Salesforce Einstein
- Conversica Uniphore

WHO SHOULD ENROLL

- Sales Specialist
- Sales Manager
- Sales Analytics Expert
- Business Development Strategist



ABOUT AI FOR SALES

Boost Sales Success Through AI-Driven Insights

- **Sales Transformation:** Harness AI to boost sales operations, CRM integration, and forecasting
- **Hands-on Approach:** Practical workshops covering AI tools and ethical sales practices
- **Data-Driven Insights:** Learn to analyze, optimize, and automate sales processes
- **Growth-Oriented:** Drive ethical business growth and maximize performance

OVERVIEW

- **Comprehensive AI Understanding:** Learn core AI concepts for streamlined sales workflows, trend forecasting, and client engagement.
- **Predictive Sales Analytics:** Learn to leverage AI for predictive modeling, forecasting sales, and enhancing decision-making.
- **AI-Enhanced Customer Insights:** Explore AI tools to analyze behavior, automate scoring, and personalize outreach effectively.
- **Ethical AI Integration:** Gain insights on addressing ethical concerns and establishing AI governance in sales.

AT A GLANCE



Included: Course + Official exam + Digital badge



Duration: Weekdays, on-site totaling 16 hours
OR Weekends, Bootcamp totaling 10 hours



Delivery: Hybrid delivery with trainers (virtual AND in-person) to support practice and completion.



Exam Format: 50 questions, 70% passing, 90 minutes, online
All participants receive an official printed certificate