altkom akademia

Artificial intelligence as sales processes support

Acquainting participants with fundamentals of Artificial Intelligence, its use in sales area, with particular emphasis on specific examples of applying AI-based tools to support sales actions.

Training recipients

The training is addressed to sales specialists and all people interested in using artificial intelligence in this area.

Benefits

Participants will gain knowledge of fundamentals of Artificial Intelligence, understand benefits from sales actions automation with AI and learn how to use AI-based tools to increase sales effectiveness.

Training program

1. Artifiical intelligence and ChatGPT
   - Explaining key terms and presenting tools
   - Benefits
   - Risks
   - ChatGPT – first steps
2. Examples of practical use of ChatGPT in sales:
   - Designing sales strategy
     - Competition analysis
     - Specifying target audience

- Unique Selling Point
- Sales channels
- Action plan
- Generating sales leads
  - Outbound
  - Inbound
- Communication with a Client
  - Automating and personalising sales communication
  - Spontaneous messages
  - Objections and countering them
  - Dealing with difficult Client
  - Conversation simulation
  - Cold calling
  - Offering
  - Negotiations
  - Finishing sales process
- Analysing sales data
3. Discussing AI future in sales
4. Questions and answers

Expected preparation of the participant

No prerequisites concerning expert knowledge. The training is addressed to people at various levels of advancement.

Duration

1 days / 7 hours

Language

- Training: English