

# 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. Artificial 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.



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### Language

- Training: English