



# Applications of Artificial Intelligence in Sales Certification Course

17 - 21 Jun 2024  
Milan



# Applications of Artificial Intelligence in Sales Certification Course

**Ref.:** 36019\_247566 **Date:** 17 - 21 Jun 2024 **Location:** Milan **Fees:** 4800 **Euro**

## Overview:

Welcome to our premier training course, the "Applications of Artificial Intelligence in Sales Certification Course". In this comprehensive exploration into artificial intelligence in sales, you will acquire a robust understanding of AI-driven sales strategies, sales automation with AI, and AI-powered lead generation. You will gain insights into the realm of AI-driven customer relationship management and learn how sales forecasting and predictive analytics can transform your sales performance. As the future of artificial intelligence in business holds vast potential, our course will equip you to leverage this potential to enhance your sales capabilities.

## Target Audience:

- Sales representatives
- Sales executives
- Sales managers
- Business Development professionals
- Marketing professionals
- Customer service representatives
- E-commerce managers
- Entrepreneurs and business owners

## Targeted Organizational Departments:

- Sales
- Marketing
- Customer Service
- Business Development
- E-commerce
- Operations

## Targeted Industries:

- Retail
- Finance
- Real Estate
- Information Technology and Services
- Healthcare
- E-commerce
- Hospitality

## Course Offerings:

Participants will learn:





- What is Artificial Intelligence
- Examples of Artificial Intelligence in sales
- The future of Artificial Intelligence in sales
- Application of AI software and tools in sales automation
- Lead generation using AI
- AI analytics in sales forecasting and predictive analytics
- Personalized sales experiences using AI
- AI-driven customer relationship management
- AI-driven sales strategies

## Training Methodology:

This training course adopts:

- Interactive sessions
- Case studies
- Group work
- Feedback sessions
- Practical assignments using AI software and tools
- Guest lectures from industry experts
- Self-paced online learning modules

## Course Toolbox:

The course toolbox includes:

- Sales plan template
- AI software and tools
- Reading materials on artificial intelligence in business and AI-driven customer relationship management
- Access to online resources and articles about latest trends in AI in sales
- Checklists for implementing AI strategies in sales
- Case studies highlighting effective use of AI in sales

## Course Agenda:

### Day 1: Introduction to AI in Sales

- Topic 1: Understanding What is Artificial Intelligence and Its Future in Sales
- Topic 2: AI in Sales: Real-world Artificial Intelligence Examples
- Reflection & Review: Reflecting on the Role of AI in Modern Sales Management

### Day 2: AI-Driven Customer Relationship Management

- Topic 1: How AI Transforms Customer Relationship Management
- Topic 2: Case Study: AI-Driven Sales Strategies
- Reflection & Review: Review of AI-Powered Lead Generation Techniques

### Day 3: Sales Forecasting and Predictive Analytics

- Topic 1: Sales Forecasting with AI Analytics in Sales
- Topic 2: Deep Dive: Predictive Analytics in Sales





- Reflection & Review: Reflecting on the Role of AI in Sales Forecasting

## **Day 4: Sales Automation with AI**

- Topic 1: Understanding Sales Automation with AI
- Topic 2: Personalizing Sales Experiences with AI
- Reflection & Review: Reflecting on AI's Role in Creating Personalized Sales Experiences

## **Day 5: AI in Sales: The Road Ahead**

- Topic 1: Exploring AI Software and Tools for Sales
- Topic 2: Future of AI in Sales and Business
- Reflection & Review: Discussing AI's Potential in Sales and Business

## **How This Course is Different from Other Applications of Artificial Intelligence in Sales Certification Courses:**

Our "Applications of Artificial Intelligence in Sales Certification Course" is not your average training course. What sets it apart is our focus on practical, hands-on learning. We believe in learning by doing, hence, we incorporate real-world examples of artificial intelligence in sales into our course content. In addition to theoretical knowledge, our course offers a toolbox that includes AI software and tools, sales plan templates, and extensive reading materials. This will equip you with the resources you need to apply your newfound knowledge in real-life scenarios.

Moreover, the course stands out in its comprehensive treatment of all things AI in sales. From AI-powered lead generation to sales automation with AI, and from AI-driven sales strategies to AI analytics in sales, we cover all facets. This makes us the best artificial intelligence course for professionals who want to understand not just the basics, but the broader applications of AI in the sales domain.

Finally, our emphasis on AI-driven customer relationship management and sales forecasting with predictive analytics distinguishes us from other similar course offerings. We understand the transformative potential of these AI applications and aim to equip our students with the skills to utilize them effectively. Join us and stay ahead of the curve in the AI revolution.



# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER


At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

Branding, Marketing, Customer Relations, & Sales Programs

Finance and Accounting Programs

Human Resources Management Programs

Management & Leadership Programs

Political & Public Relations Programs

Project Management Programs

Quality & Process Management

Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in

We also offer online training sessions through the Zoom platform.



Malaysia  
Kuala Lumpur



Morocco  
Casablanca



Spain  
Barcelona



France  
Paris



UK  
London



Italy  
Rome



Egypt  
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