

AlforSales Professionals

Mercuri International

Program overview

Al for Sales Professionals

This program is a step-by-step guide to using prompt engineering and generative AI, specifically ChatGPT, to enhance sales performance. You will learn how to communicate and interact with AI, develop effective prompts, and maximize the benefits of AI technology.

Audience

Sales professionals who could benefit from learning how to use AI and specifically prompts in ChatGPT to help them enhance sales performance

Duration

Digital content: 2 hours

Delivery Format

100% Digital or in combination with face-to-face or virtual classroom

Interactive modules, videos, examples, practical exercises, questionnaires, downloadable documents, and open forums to connect with the community. All materials are compatible with laptops, tablets, and smartphones

Content overview

1

The power of AI in sales

- What is AI?
- What is the role of Al in sales?
- What are the opportunities and limitations?

2

Mastering prompt engineering

- What is prompt engineering?
- Understanding prompt types and frameworks
- Creating effective ChatGPT prompt chains
- Advanced tips and tricks



Practical applications of ChatGPT in sales

- How to protect sensitive information
- Preparation before prompting
- Practical exercises to solve 10 common challenges in sales using AI



10 Challenges

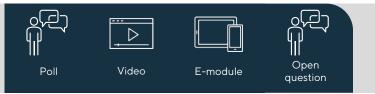
Overview

Discovery & Sales planning & Prospect & engage Solution presentation Handling objections with your audience & value statement & closing the sale sales strategy qualification 1. Crafting a compelling 3. Drafting engaging 5. Understanding **7.** Crafting persuasive **9.** Mastering objection value proposition prospecting emails customer needs handling proposals 2. Researching the **4.** Enhancing your **6.** Prospect qualification **8.** Creating a customer 10. Crafting sales closing LinkedIn profile's customer industry email case study appeal



Learning Path







The power of AI in sales

Mastering prompt engineering



Practical applications of ChatGPT in sales







