AI for Sales Professionals

Mercuri International

Program overview

AI 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 AI 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

3 **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

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

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Learning Path

Welcome

The power of AI in sales

Poll · Video · E-module · Open question

Mastering prompt engineering

Video · E-module · E-module · Essentials · Open question

Practical applications of ChatGPT in sales

Essentials · Open question · E-module · Open question

Final quiz · Path certification

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