

Course : Gaining sales efficiency with AI

Practical course - 2d - 14h00 - Ref. EIA
Price : 1280 € E.T.

NEW

This training course will help you transform your B2B sales approach using artificial intelligence tools. In a world where technology is rapidly evolving, mastering these new levers is becoming a decisive competitive advantage for sales professionals. You'll discover how to harness the potential of AI, especially generative AI, to optimize every stage of your sales process, from prospecting to loyalty building. Get ready to significantly boost your productivity and results.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the fundamentals of generative AI applied to the B2B sales profession
- ✓ Target, score and prioritize prospects using AI tools
- ✓ Writing powerful messages with generative AI
- ✓ Set up a simple, targeted and automated monitoring system
- ✓ Preparing appointments using generative AI

Intended audience

B 2 B salespeople, business developers, account managers and sales managers wishing to integrate AI into their daily practice

Prerequisites

No

Practical details

Hands-on work

Theoretical input, practical exercises, use of AI. generative tools.

Course schedule

PARTICIPANTS

B 2 B salespeople, business developers, account managers and sales managers wishing to integrate AI into their daily practice

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The fundamentals of generative AI for salespeople

- Discover how generative AI works: effective prompting techniques
- Explore the ecosystem of available tools
- Respecting the ethical framework and best practices of the RGPD

Hands-on work

Write effective sales prompts to maximize the relevance of the responses obtained

2 Improve day-to-day productivity with generative AI tools

- Simplify preparation for customer meetings
- Assisted copywriting: creating powerful commercial e-mails to increase open and response rates
- Sales aids: generating professional presentations
- Automated note-taking and summaries: transforming conversations into structured reports and summaries

Hands-on work

Assisted writing with ChatGPT. Generate presentation materials with Gamma. Synthesize video meeting minutes with Copilot.

3 Detect business opportunities through "[[intelligent intelligence]]" [intelligent intelligence].

- Set up automated intelligence: competitive intelligence, customer intelligence, opportunity intelligence (calls for tender)

Hands-on work

Set up automatic monitoring with ChatGPT, VisualPing or Wappalyzer to keep abreast of market developments

4 Targeting prospects with generative AI tools

- Define your targets: create your ICP (Ideal Customer Profile) and buyer personas with AI
- Enrich your database: automatically collect and qualify relevant contacts and update your databases with AI
- Detect buying signals for prospects or customers

Hands-on work

Define your buyer personas with ChatGPT. Enrich your contact databases with Dropcontact and Waalaxy.

5 Optimize your prospecting actions with generative AI tools

- Automate large-scale personalized message sequences
- Training calls and using AI as a sparring partner

Hands-on work

Train to handle telephone objections orally with Chat GPT

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

REMOTE CLASS

2026 : 25 June, 24 Sep., 3 Dec.

PARIS LA DÉFENSE

2026 : 18 June, 17 Sep., 26 Nov.