# Course : Gaining sales efficiency with AI

*Practical course - 2d - 14h00 - Ref. EIA*
*Price : 1500 CHF 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

## Dates and locations

**REMOTE CLASS**
2026 : 25 June, 24 Sep., 3 Dec.