

Course : AI at the service of your marketing and sales strategy

Challenges and opportunities

Practical course - 1d - 7h00 - Ref. IAK

Price : 1070 CHF E.T.

★★★★★ 4,5 / 5

Artificial intelligence (AI) is increasingly used in marketing and sales strategies. It can be used to optimize the targeting of your communications and offers, and to predict future customer needs and behaviors in order to improve the efficiency and profitability of your actions.

Teaching objectives

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

- ✓ Understand the benefits and challenges of using AI in your marketing or sales strategy
- ✓ Identify the benefits of using AI to optimize your market strategy
- ✓ Support the implementation of AI-based solutions and tools for marketing or sales strategy
- ✓ Master the impact of AI on the organization of marketing and sales departments

Intended audience

Executives in charge of marketing strategy, company directors, marketing or sales managers, marketing or sales executives, product managers. return to top of line trolleys

Prerequisites

No special knowledge required.

Practical details

Hands-on work

This training course is based on practical illustrations using real-life company applications and feedback from the trainer.

Teaching methods

Theoretical input alternates with practical illustrations and case studies.

Course schedule

PARTICIPANTS

Executives in charge of marketing strategy, company directors, marketing or sales managers, marketing or sales executives, product managers. return to top of line trolleys

PREREQUISITES

No special knowledge required.

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 **How AI works overall, and what data can be used on customers and prospects**
 - Understand how AI works globally.
 - Identify the strategic and operational impacts of AI on the company.
 - Identify the specifics and functioning of an AI-based project.
 - Demystify machine learning algorithms: supervised and unsupervised algorithms, neural networks.
 - Identify internal and external data sources that can be used by AI in sales and marketing.
 - Control the risks associated with managing customer or prospect data (RGPD, cybersecurity...).
 - Leverage data with AI tools to extract useful information.
- 2 **Using AI for data analysis and decision-making**
 - Analyze market trends with AI to optimize positioning.
 - Enrich your competitive analysis with AI.
 - Better understand consumer behavior and generate leads thanks to AI.
 - More accurately predict the needs and behaviors of customers and prospects.
 - Optimize your advertising campaigns and refine your content strategy with AI.
- 3 **Improving customer service quality**
 - Analyze customer satisfaction data.
 - Automate certain customer service tasks.
 - Personalize the customer experience using AI.
- 4 **Ethics and the use of AI in marketing and sales**
 - Take into account ethical and [[green IT]] dimensions in AI projects.
 - Be vigilant about the data processed by AI (private, confidential or discriminating data, etc.).
 - Rely on transparency and explainable AI (XAI) to justify or explain decisions taken.
 - Consider AI as a tool to support evaluation and decision-making, without disempowering players.

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.

Dates and locations

REMOTE CLASS

2026 : 22 May, 16 Oct., 16 Nov.